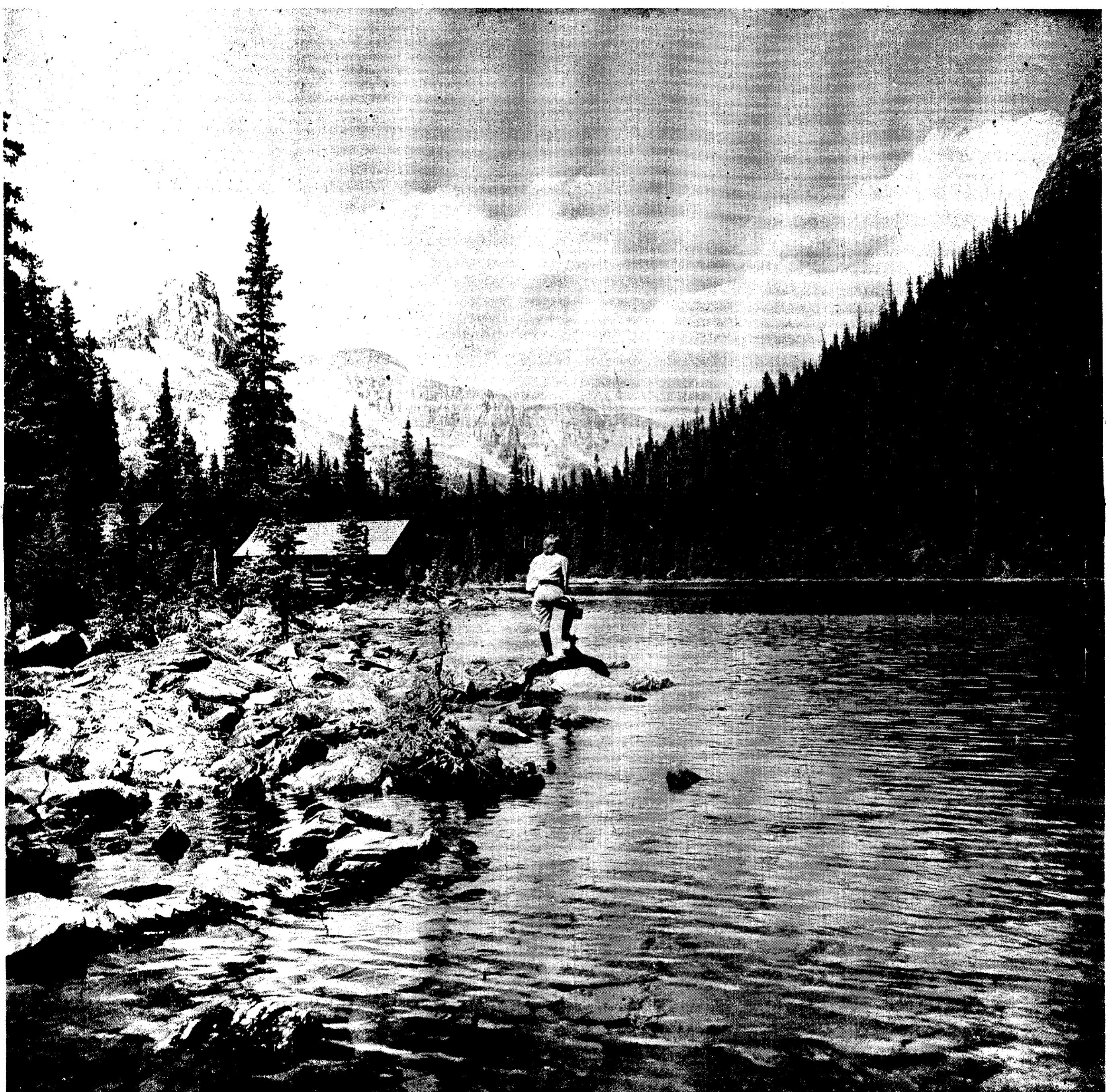


MAGAZINE
Section

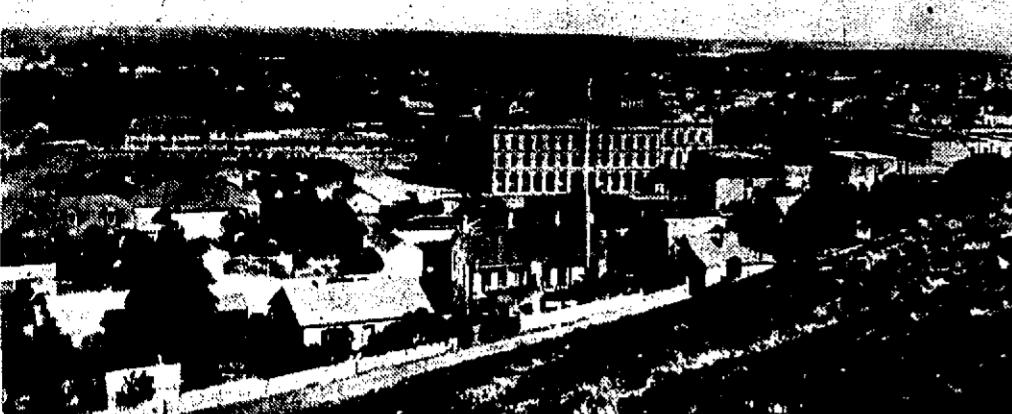


AS THE 'SUMMER FADES'

—Union Pacific Railroad Photo.
There's a tang of approaching autumn in the air as a fading summer tries for one more day of sun in the high Tetons. Lake and forest respond to the intangible grayness of encroaching fall.

PLAZA DE LOS ANGELES

Adobe Village Sunnies



Pico House (center) and other buildings were erected by about 1876 when this picture was taken from Fort Moore's Hill. The Plaza is seen in new, rounded form.



Don Francisco Avila, one-time alcalde or mayor of the Pueblo, built this house in 1818 for his bride. Adobe walls were more than two feet thick; roof tarred.

It's an antique

Meissen Porcelain

By Mary Lou Zehms



This hand-painted teapot is an example of the fine porcelain made in Saxony.

ALTHOUGH THE Meissen ceramic factory established by Freiderich Bottger in Saxony was the first home of the real porcelain in Europe (often mistakenly referred to as Dresden), it wasn't long afterward that many small German states started similar factories. There was a great rage for porcelain early in the 18th Century with these factories mainly supported by royal patronage or the taxpaying public.

It must be remembered that Bottger was trying to imitate the porcelain made in China and that only by constant experiments of his own and the assistance of other chemists was he able to come near to duplication. By 1715, Bottger's factory was able to produce the pure white porcelain which ri-

valled the Chinese and Japanese wares. (Prior to this he had been able only to produce red and brown-black wares.)

There were many now-famous decorators and designers who came and departed during the centuries at the Meissen factories, among them Johann Joachim Kandler, who introduced flowers, small birds, and figures. He is most famous perhaps for his Crinoline Groups,

those figures in costume of the period.

There are several excellent texts on Meissen, the pages of which contain historical accounts of porcelain making in addition to significant events and personalities which coincide with the factory's existence. It would be impossible to give a fair resume in a few paragraphs.

The Meissen teapot illustrated on this page is marked with crossed swords. This symbol is taken from the device in one of the 24 quarterings of the Electoral Shield of Saxony and is found on all important pieces of Meissen ware (with variations according to the period made, the modeler or painter).

The teapot is a possession of a Long Beach antique shop owner.

Anyone possessing a piece of Meissen porcelain would do well to identify it for there were many pieces that were forged with the swords in blue, crossed in various ways. The collector of Meissen is able to detect by texture, color and feel the early pieces from the clever imitations which have been unloaded upon the unsuspecting public for "want of old Meissen ware."

The Casa de Adobe, at 14

DON'T BUY A REDWOOD FENCE

UNTIL
YOU
SEE US!

Model Pictured
is Our
"COLUMBIA"

Regular selling price of this model for 5 feet high is \$1.90 per ft.

Write or phone us, mentioning this ad and we will furnish you a 5-ft. fence in this model for only \$1.80 per ft. installed

12 models to choose from. FHA Terms

Columbia Lumber Co.

"Home of Distinctive Redwood Lumber Fences"
11185 E. FIRESTONE BLVD., NORWALK
PHONE TORrey 4-2743

OPEN ALL DAY SATURDAY and SUNDAY

3
PER
CENTUM
CURRENT RATE

INSURED
SAVINGS

Save more and earn more with the First Federal where each savings account is insured to \$10,000 by an instrumentality of the United States Government.

ACCOUNTS OPENED by the 10th of ANY MONTH, EARN from the 1st

FIRST
FEDERAL SAVINGS

OF LONG BEACH

124 EAST FIRST ST.

PHONE 6-5235



Center of social and religious life in the early days of Los Angeles was the Plaza and the old Church of Our Lady, Queen of the Angels (left above). This picture, made prior to 1869, shows fenced-in plaza and main street.

Olvera St., built in 1818 by Francisco Avila, was occupied by Gen. Fremont and Commodore Stockton after the successful campaign that made

Fremont military commandant and civil governor of the state.

This house, which Don Francisco Avila built for his bride,

was the wonder of its day, with its adobe walls more than two feet thick, its hand-hewn beams from cottonwood trees from the banks of the Los Angeles

River, and its roof made rain-proof with black tar from La Brea tar pits nearby. The doors, brought by sailing ships (Continued on Page 5, Col. 6)

Redwoods in the Big Basin

By Bill Conway

WHEN the reckless ad. venturers and patient padres of Old Castle came marching up from Mexico nearly two centuries ago they looked upon vistas of grandeur no civilized men before them had ever seen.

Perhaps, as they pushed westerly northward, through sun-parched deserts and over majestic mountain passes, they grew to expect a mighty new panorama of wild beauty beyond each hill, across each valley.

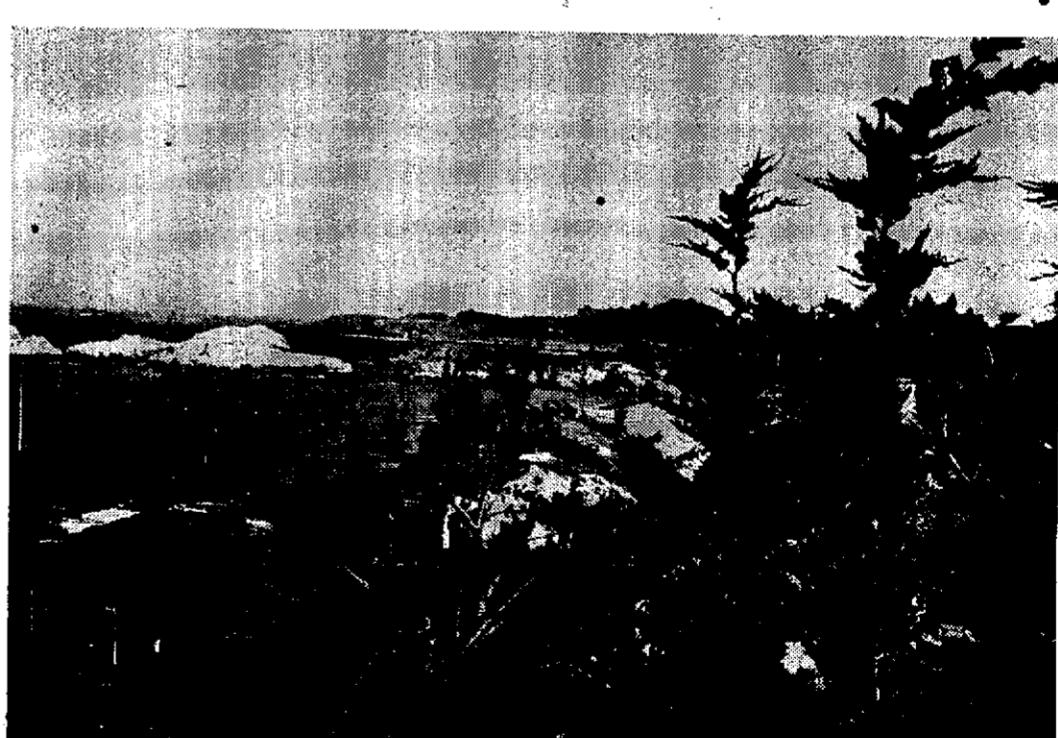
When the Portola Expedition moved up the California coast in 1769 they found a forest of giant redwood trees on the seaward slope of the coast range extending from Santa Cruz County to the Golden Gate.

A century later, when California was attracting new settlers by the thousands, the demand for lumber drew ambitious lumbermen and the redwoods near San Francisco were felled.

Today the best place to see the giant redwoods is Big Basin



Looking eastward from the rim of Big Basin at a point on State Highway No. 5, the motorist may see past redwood trees and far across a wilderness of forest.



When the hardy pioneers of sailing days came up the California coast to the redwood lands of Big Basin they hazarded shipwreck on rocks of Point Lobos.

State Park, one of the 80 units of the state park system.

The park has grown from an original tract of 3800 acres purchased by the state after a campaign to save the redwoods was inaugurated by citizens, to the present area of more than 10,000 acres. Including other protected areas there are about

55,000 acres of redwood forests in the Golden State.

Credit for saving the redwoods should go, in large measure, to a pioneer newspaperman, Ralph S. Smith, editor of the Redwood City Times and Gazette, in the 1880s. Smith sounded the alarm and soon he had a group of people be-

IN THIS SECTION

Sunday, September 23, 1951

Vol. 4, No. 35

Books and Art 4

Cooking 5

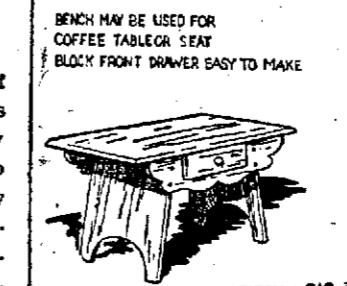
Fashions 6

Gardens 6

Homes 7

Pictures 3

Realty, Building . . . 8-11

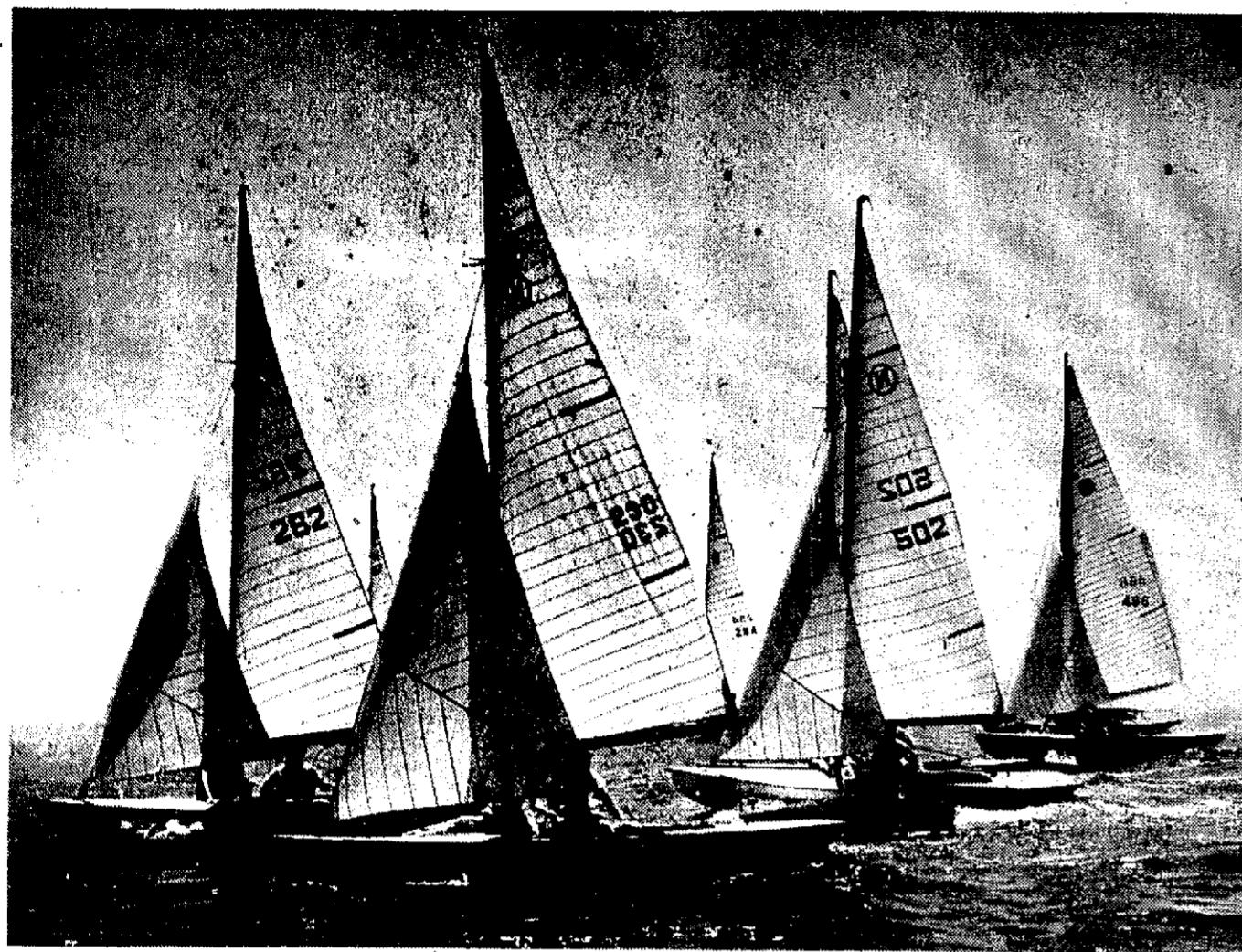


dress: Workshop Pattern Service, Press-Telegram Southland Magazine, Bedford Hills, N. Y.



FRED TAYLOR KRAFT
Magazine Editor
Pacific Sunday Magazine
GROUP

Sailing is a *Family* Sport



—Photo by Harry V. Merrick

National One Design sailing craft start a race on Alamitos Bay and you can bet your bottom dollar that more than one skipper has wife along for "crew." Here, sailing is a family sport.



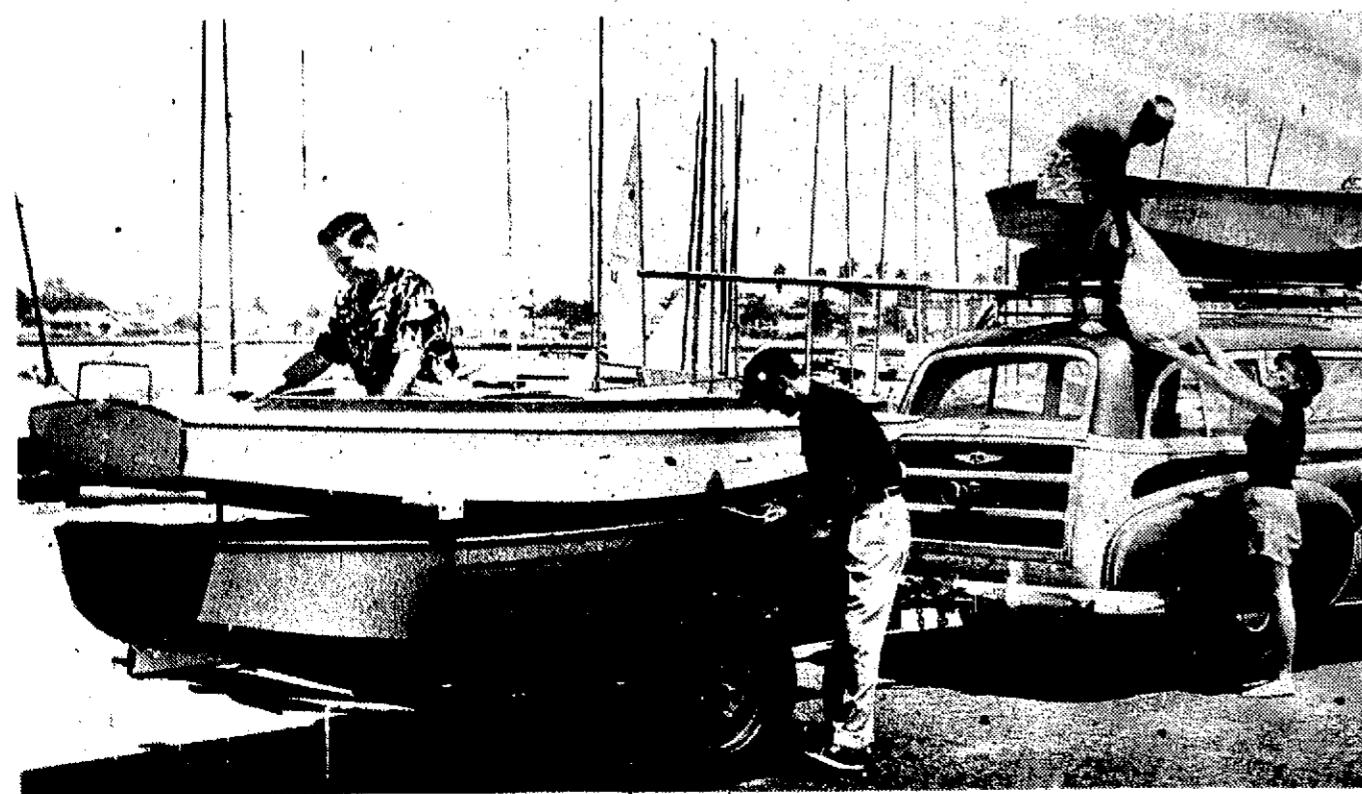
White sails set and sleek-hulled boats speeding before the wind—sailing is a thrilling hobby for those who love the water and the outdoor life. And, chances are, where a firm-handed skipper guides his craft with finesse through thick "traffic" of a hotly run race, there's a wife, son or daughter sitting in as "crew," doing a whale of a good job in a secondary role. Sailing is a family sport! Oh, "Dad" is usually the boss of the outfit, that's true. He is the guiding spirit in polishing hulls, rigging sails, loading and unloading, getting boats in and out of the water—but he isn't always the best sailor in the family and often has to depend upon other members of the family for the help that's always so loyally and faithfully given to his triumph in a Sunday racing session. Nowhere is this family type of sailing more evident than at Alamitos Bay Yacht Club where sailing is a year-around sport. Take the Merrill family group above for instance: Left to right (back row) are Paul Merrill Sr., F. H. Merrill, Paul's father who began it all by teaching Paul to sail; Mrs. Emily Kennedy, maternal great-grandmother of Baby Bonnie Kober in the boat in foreground (Merrill is the paternal great-grandfather); Adra Merrill Kober, granddaughter of F. H. Merrill; Chuck Kober, her husband; kneeling on float are Merrill's grandsons, Charles and Paul Merrill Jr. In the Sabot with Baby Bonnie is Mrs. Paul Merrill. All are sailors except great-grandfather, great-grandmother, grandmother—who are sailing enthusiasts but no longer sail—and Bonnie, who seems anxious to get started. Paul and Paul Jr. sail a National One Design together. Charles is the 1950-51 international Sabot champion. Adra and Chuck sail a Penguin. Among classes of boats seen in action in this family activity on Alamitos Bay are Nationals, Penguins, Sabots, Snipes, Rainbows, Lehman dinghies and Skimmers. There are two races in all classes each Sunday but not all boats listed in the bay fleet see action. There just are too many of them.



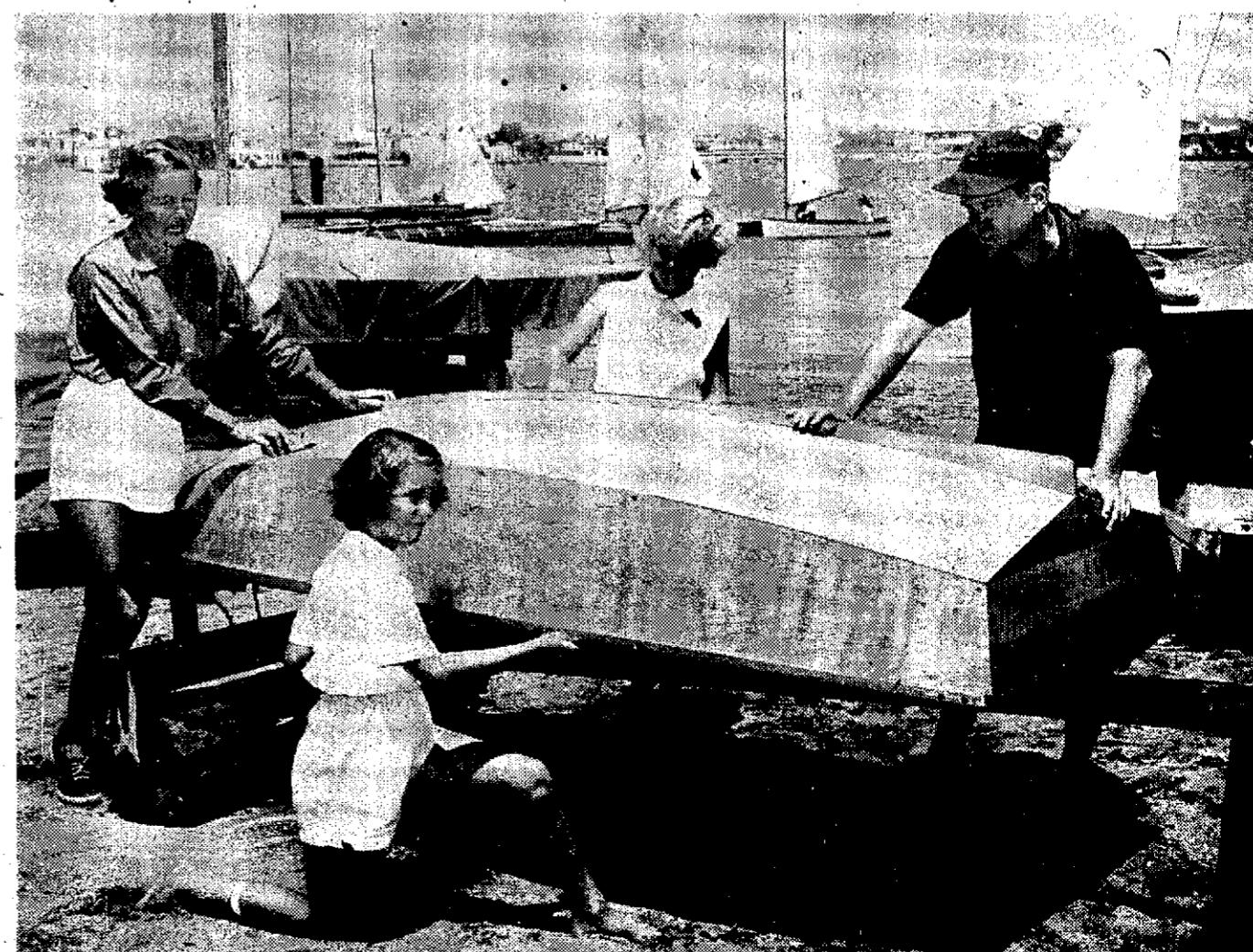
Dad can't handle boat alone so kids help. L. to r. are Letitia, Johnny and Jack Reid. (Mother stayed home to bake a cake.)



Out for a bit of cruising is this sailing family. Sid, Ahn and Patti Exley are in the National; Jane and Sue in Sabot.



Lee Thompson family unloads boats and gear. L. to r.: Lee Jr., Lee, Jerry and Vi. Parents sail the Penguin, on lower part of trailer; Jee Jr., Rainbow above it, and Jerry sails Sabot, on auto.



Sanding down hull of their Sabot getting it ready for racing are Biby family. Left to right: Mrs. Tina Biby, Jill, Judy and John. Biby children race the Sabot and parents team in a Penguin.

Book Reviews

Williams Unsparring in His Autobiography

THE AUTOBIOGRAPHY OF WILLIAM CARLOS WILLIAMS. 402 pp. New York: Random House, Inc. \$3.75.

By George Weeks

IN HIS YOUTH he became infatuated with all the arts. He associated with painters, composers, writers—mostly of the experimental or Bohemian schools. He founded and financed "little" magazines which introduced the works of authors who refused to conform to classic rules. He became a poet, playwright, novelist. He consorted with the Left Bank crowd in Paris, embraced each new art fad with fervor and occasionally gave a fair imitation of the idle esthetic. He wrote an epic poem titled, of all things, "Paterson," after that unlovely New Jersey suburb of New York City.

Now at age 68 he still is thus enamored. But for 40 years he has been a practicing physician, delivering babies to the mill families—a tough doc as dedicated to science as to art. This is William Carlos Williams, whose autobiography portrays his dual personality as unsparingly as if he were writing in the third person.

He is more than writer, enthusiast and medic. He is also something of a screwball. At one point he seems to agree, although not explicitly, with the political vagaries of his old-time friend, Ezra Pound, whose preference for fascism over democracy led to indictment for treason. Yet hardly a page of Williams' book is without evidence of his fellowship with man, in the mass and the individual. Consider his explanation how the practice of medicine and of poetry complement each other for him:

"I have never felt that medicine interfered with me but rather that it was my very food and drink, the very thing which make it possible for me to write. Was I not interested in man? There the thing was, right in front of me. I could touch it, smell it. It was myself, naked, just as it was, without a lie telling itself to me in its own terms. * * * It was giving me terms, basic terms with which I could spell out matters as profound as I cared to think of."

Williams has been described by one critic, M. L. Rosenthal of New York University, as "our master of the spontaneous effect" who "seems almost to be improvising, as if he were not one of the few really accomplished poets in English today." His story of his own life is as casual as his other work. It reflects the odd character and unique talent of one who, after almost a lifetime of writing primarily for his own satisfaction, is at last winning an audience.

Camera ANGLE

TRICK photography has plagued many a camera fan when it popped up unexpectedly due to an accidental double exposure. It ruins two pictures and wastes one negative. However, when planned and controlled, trick shots can be ingenious, amusing and sometimes profitable.

Here are some methods which the amateur can use to produce trick pictures. 1. The planned double exposure on a single negative. 2. The combination of two negatives to make a single print. 3. The combination of two or more prints by cutting out and pasting together. This montage has to be copied. 4. Trick printing in the dark room on a single sheet of paper. The paper can be tilted to get distorted effects. 5. By unorthodox methods when developing negatives, such as solari-

lization.

Successful double exposures require a black background and a precise placement of the lighted images to form a pleasing pattern or unusual arrangement. It is helpful to have a camera with a ground glass

Unusual Books

HOMEMAKERS interested in carved objects and hobbyists who like to work with wood should not overlook "Sunset Woodcarving Book" (Lane Pub. Co., \$1.75). The author is Doris Aller, a San Franciscan, who first instructs the tyro in the use of wood carving tools and then gives complete instruction for making 25 objects of incised, chip, or relief carving, or carving in the round. Ample illustrations give strength to the text.

MOST READERS look forward to a good detective yarn but when they get a chance at the best one of the year by more than a dozen of the leading writers of this type of fiction, all done up in one package—well, that's an event! "Best Detective Stories of the Year—1951" (Dutton, \$3) is off the presses and represented in it are such master story tellers as John Dickson Carr, Octavus Roy Cohen, A. A. Milne, Sidney Herschel Small, and, last but not least, Frederic Dannay and Manfred B. Lee—better known as Ellery Queen.

D. ROY K. MARSHALL is a consultant to the Atomic Energy Commission but he is better known for his television science program over NBC which brings him up to 2000 fan letters a week. Now he has written a book, "The Nature of Things" (Henry Holt, \$2.95), which happens to be the name of his TV program and in which he discusses, with helpful illustrations, the same subjects as in his broadcasts. Atoms, the stars and the universe are much more understandable after reading his book.

Humor Saves Bride's Sanity on Arizona Ranch

MY HOME ON THE RANGE, by Marguerite Wallace Kennedy. 347 pp. Boston: Little, Brown & Co. \$3.50.

By Gerald Lagard

THIRTY-FIVE years ago the hostile Apaches were gone from Arizona, but there was plenty left to startle a bride on a 120,000-acre cattle ranch. There had been no wedding trip; Mrs. Kennedy's bridal journey in the big Marmon had only a measure of privacy, due to the bewhiskered individual in the back seat who was known as "the best darn pump man" in the whole country. When cattle were thirsty, the young bride found her husband's mind set on seeing them watered at once. Cattle were important.

But equally important was Mrs. Kennedy's attitude toward the whole thing—the mass meals to prepare for hungry cowboys and visitors, the lack of facilities (plumbing fixtures dotted the yards of most ranches, but nobody "ever got around" to installing them) and the worries attendant upon keeping an industry such as this one on a paying basis. Her humor saved her sanity, and it brings a high sense of delight to the reader.

Marguerite Kennedy lives in Long Beach, and has many friends in this city. But even if this book had been written by a stranger it would be worthy of praise for the deftness of style and the rounded tale of adventure and misadventure in the middle-aged



Nola Brooks Photo.

Marguerite Kennedy, well known in Long Beach, is author of "My Home on the Range" (Little, Brown)

west, before the advent of dude ranches and the fancy cowboys who now use jeeps, and shower twice a day.—G. L.

Football Story

John Gartner, 250 Quincy Ave., is the author of a fast-moving football story, " Fighting Coach," the first installment of which appears in the September number of Boys' Life. The magazine is the official publication of the Boy Scouts of America.

By Rosemary Day



Next camera trick by Sid Ravitz of Brooklyn put a girl swimmer in a fish bowl with attentive feline looking on.

back, mounted on a tripod. The first image can be traced on the ground glass with a chinamarking crayon. This is the technique usually used for pictures of a single person playing a double role. Subsequent images are then placed in relation to the tracing.

CAMERA CLUB NEWS . . . Community Camera Club of Midway City has a meeting scheduled for Wednesday, 8 p. m., at the Little Fellowship Hall, Midway City. . . . The Santa Ana Camera Guild has a black-and-white as well as a color slide show slated for Thursday, 8 p. m., at the Community Center, 1201 W. 8th St. in Santa Ana. Until further notice, the Santa Ana Club will

meet on the fourth Thursday in the month. Visitors are welcome and membership is open to anyone interested in photography, beginner or advanced . . . Congratulations to Long Beach Camera Guild members Mrs. Edith Freeman and John Scheurer on the well-deserved honorable mentions their slides received at the recent Southern California Council of Camera Clubs' monthly color contest and to Fred Kennedy, also of the Camera Guild, on winning the third award in the Redlands Photo Fiesta Contest. Kennedy's winning shot will be used in connection with a story about the Fiesta in "Popular Photography."

For several years, Mrs. Joberg owned and operated a professional literary bureau in Seattle. She sold her first novel a year ago.

Marie Wood, president, announces the deadline for light verse to be the September meeting. Poetry entered in the contest should be sent to Mabel L. York, contest editor, 345½ Hermosa Ave., Long Beach 12. Only members are eligible to enter.

The club meets from 10 a. m. to 3 p. m.

STAMPS AND COINS

U. S. and FOREIGN Large Variety—Low Prices

Albums • Hinges • Collectors' Supplies

STAMP SHOP

1006 FINE AVENUE PHONE 7-3842

Novel Set in Rural Kentucky

HARBIN'S RIDGE, by Henry Giles. Boston: Houghton Mifflin Company. \$2.75.

By Paul Bartlett

THIS novel is first-class Americana. If its author's name were Ernest Hemingway this book would be top literary news.

"Harbin's Ridge" has some of the earthy flavor of Elizabeth Madox Roberts ("The Great Meadow"). It helps refute the critical assertion that nature is a poor part of contemporary fiction. For here is nature in the round and here is the age-old conflict of man vs. man; moral vs. amoral.

The setting is rural Kentucky. The Harbin family, father, mother and son, are the chief characters. Jeff, the son, grows up with another boy and this growing up together is solid, plain reading, full of the minutiae that lend veracity and savor. Their relationship is the focal point and raison d'être of the story and it involves the cold dramas of deceit and folly and betrayal.

Characters in this yarn are strong-headed pieces: they don't break easily into cracked and faulted stuff. Their realism is swept along on a stream of vernacular that adds word after word and color after color to the reader's thoughts. It's the simple idiom of the hillbilly. Yet this is no hillbilly novel. It has balance and restraint. It has surprise ending but to say it has plot is to say something wrong. It is life's ridge, heady with moon and youth.

It's a young man's book. It's for young America. It both recalls and promises. It opens fresh horizons. To say that the book is a minor classic isn't wrong; to place it too high on the literary ladder is wrong. It's a genuine lyrical expression, almost a narrative poem, without any shams, without any slack—vigorously readable. It's toast to our rural felicity. To future generations.

Wild West

TRAIL HERD, by Chuck Stanley. 221 pp. New York: Phoenix Press.

L EONARD SABER is a scout, and while he is at Fort Laramie up comes a trail herd from Texas. Things are confusing, so the colonel sets Saber to work as a guide for the cattle outfit. From then on the trail to Montana is mighty rough. Written in all earnestness by the author, this achieves such a high degree of farce comedy that the reader will be entertained by every page. The way author Stanley plays soldier-cowboy-Indian is outrageous, but even the most deft tongue-in-cheek writer couldn't come up with anything funnier. Too, the anachronisms are set up with just the right frequency to be effective. The final Indian attack is defeated by the classic blast of a cavalry trumpet sounding "charge!" And to make it all just perfect, the dust jacket shows a cowboy chasing a rail-road train. Wow!—G. L.

Fair Shows

Indian Arts

Of special interest to persons visiting the Los Angeles County Fair in Pomona, closing Sept. 30, is the building given over to Indian arts, crafts and cultures. Indians from several Arizona and New Mexico tribes are seen in their native dress, working at their various crafts as they do in their homes.

Silversmiths fashion beautiful jewelry. Weavers may be seen making Navajo rugs from wool they have sheared from their flocks and dyed with nature's colors. Medicine men make sand paintings, using colored sand for paint. These weird paintings are supplications to the gods to drive away evil spirits. Seldom is the public permitted to see these painters at work.

Work by foremost contemporary Indian artists also is displayed. Pretty Indian girls serve as hostesses throughout the days and evenings.

Joberg to Talk

Here Sept. 27

EIVIS JOBERG, who has written both fiction and articles for 12 years, will address the Long Beach Writers' Club Sept. 27 at 728 Elm Ave. Her subject will be "Please, Doctor, Is There Any Hope?"

For several years, Mrs. Joberg owned and operated a professional literary bureau in Seattle. She sold her first novel a year ago.

Marie Wood, president, announces the deadline for light verse to be the September meeting. Poetry entered in the contest should be sent to Mabel L. York, contest editor, 345½ Hermosa Ave., Long Beach 12. Only members are eligible to enter.

The club meets from 10 a. m. to 3 p. m.

THE ONLY COMPLETE MAGAZINE CENTER

IN LONG BEACH Carrying Over 500 Different Regularly Published Magazines Including

"SCIENTIFIC MONTHLY",

and Other Home-Get Publications

236 E. FOURTH ST. PHONE 7-5162



Smiling with satisfaction, this bearded gentleman with the big hat peruses his home town newspaper—a character study included in Henry Richter show in Coast Club.

Books, Writers

Nobel Prize Winner's Memories' Reread

By Joseph Joel Keith

I VAN BUNIN, the only Russian writer who has ever won the Nobel Prize, is the author of "Memories and Portraits," a Doubleday book which I have been rereading. Lauded by Andre Gide as one of the most brilliant writers of the past 50 years, Bunin, an exile in France since 1918, pens some vivid pictures of the great intelligences whom he has known intimately; these include Tolstoy, Chekhov, Chaliapin, Gorki. We read these shining words in Ivan Bunin's Nobel Prize speech: "Indeed, it is vital for the world that there should be a few centers of absolute independence. Doubtless around this table there are representatives of every opinion, of every philosophical and religious creed. But one truth units us all: Freedom of thought and conscience. To this freedom we are dedicated by civilization." So this is the man, one of the highest of the high intelligences, who has enriched the world of literature, and who was compelled to flee from his native land—Russia.

ADOLPH KEIFER, former world and Olympic champion, and Milton and Bramwell Gabrilson, coaches and teachers of swimming, have written "Learning to Swim in 12 Easy Steps." As the ole swimmin' hole has been replaced by public pools, by indoor pools during cold weather, and by what the resorts have to offer, this book will prove to be a short cut to wisdom in the water. The chapter dealing with the strokes is one of the most helpful. The crawl stroke, for instance, when a parent is teaching his children to swim, can be easily learned when performed in waltz tempo. Done with music, it is a short cut to perfection, for amateurs when trying to learn this stroke move the arms too fast, slap the water with the arms rather than placing the hands in the water, and the arms are pulled back so rapidly that they slip through the water in a zig-zag motion.

Mrs. Atheni Hall will have charge of displaying pictures in downtown windows. Her husband, Howard Hall will direct the Camera Guild exhibition in the Jergins Arcade.

The show, Oct. 2-31 in Municipal Art Center will be presented by the art department of the city, arranged by the Municipal Arts Committee and the Cultural Arts Center Association.

Judges will be Emil Kosa Jr., Lorer Fletzen and A. S. Cowie. The committee in charge of hanging the pictures will include Ed Killingsworth, Helen Crail, Josephine E. Hyde, Margie Cate and Edgar Lore.

Mrs. Mary Carl will have charge of the exhibition of Jewelry, ceramics, pottery, weaving, etc. Miss Maude Homer will have charge of music, which will include Sunday afternoon concerts. Art films will be shown each Friday night.

Mrs. Atheni Hall will have charge of displaying pictures in downtown windows. Her husband, Howard Hall will direct the Camera Guild exhibition in the Jergins Arcade.

Miss Shirley Poore, art supervisor in the city schools, will have charge of school displays and one downtown store window.

Work of a number of talented artists in the Veterans Administration Hospital will be shown.

LONG BEACH artists have been invited by Stirling Dickinson, director of fine arts of Instituto Allende, San Miguel Allende, Guanajuato, Mexico, to compete for a year of arts and crafts in Mexico.

Two all-expense scholarships of \$1050—one to an American and one to a Canadian—are offered. The contest is open to every artist, regardless of age or training. A contestant should submit a minimum of 10 black and white photographs of recent work, which may include all branches of the fine arts and crafts; a brief resume of any previous training, exhibits, etc. and letters of recommendation from former teachers with one character reference. American artists should mail these to Rico LeBrun, 5488 Rodeo Rd., Los Angeles 16, California. The closing date for submission of work is Nov. 15.

The library records most in demand last week were: Eliot, "Cocktail Party"; Eliot, "Poems"; Mario Lanza in "The Great Caruso"; Puccini, "Madame Butterfly"; and Rodgers, "The King and I."

AUSTRALIA NOTES GOLD DISCOVERY WITH STAMPS

TWO new stamps have been announced for Australia. One commemorates the 100th anniversary of the discovery of gold (in payable quantities). The other is for the centenary of responsible government, in Victoria. Each stamp is 3 pence dull scarlet.

The gold centenary stamp depicts an oval portrait of Edward VII.

ALTHOUGH the 75th anniversary of the Universal Postal Union was celebrated officially two years ago, Uruguay and Guatemala are expected to produce belated commemoratives soon. Delay in printing is the cause of the post-celebration issues.

Long Beach Best Sellers

FICTION:

1. THE CAINE MUTINY, by Wouk.

2. FROM HERE TO ETERNITY, by

Jones.

3. THE BRAVE MUSIC, by Smith.

4. THE IRON MISTRESS, by Well-

dad.

5. GOLDEN NEW FLAG, by Mason.

6. RETURN TO PARADISE, by Mich-

eler.

NONFICTION:

1. ARTHRUS AND COMMON SENSE,

2. THE SEA AROUND US, by Carson

3. KONG TAKES HIS RETURN, by Keith.

4. QUEST FOR THE LOST CITY, by

Lazar.

</div

That Costume Look

By Eleenor Lambert

THE WOMEN who are totally indifferent to the price of a dress, like the women who say they're indifferent to clothes, are few in number. In between are all the many other women who take normal delight in each season's new fashions.

It's this sort of "help from the audience"—or knowing that the audience is keenly interested—that inspires countless designers. This fall again, as many women as possible will have the benefit of as many trends as possible, especially the trends expected to draw the window shoppers. Moreover, our big group of upper bracket fashions invariably turn up hidden headlines of their own, or coming hits of the season. Partly, it's because certain silhouettes are more becoming than extreme, and certain fabrics, simply good quality rather than fabulous.

Thin but enduring woolens including wool jerseys and worsteds, often with touches of velvet, wool knit, or satin, are used for day dresses and soft little suits—plain and patterned taffetas, failles and silk barathea for afternoon and after-five dresses—and satin, velvet and tulle, among other lovely fabrics, for evening. Just as in "big name" collections, the full-skirted dress is generally favored, and the slim suit skirt, the rule. Neck-



Slim dress and wide stole are a fall '51 Bender and Hamburger fashion. Dress is of dark gray worsted.

lines have never been more interesting, varying in daytime dresses from the neatest of little upstanding bands for a soft beige worsted sharkskin jersey dress to a deep key-hole for a wide-flaring black silk barathea dress with tiny sleeves. The woman who sus-

pects that such dresses as these will exactly fit her life is exactly right. The jersey is perfect for street, office and travel—the black silk for most purposes otherwise.

A talking point of many of the new fashions is the complete costume look. Equally smart examples for day are a slim black wool dress with a wide stole of chinchilla-dyed Australian hare; and another with a barrel-shaped jacket of spongy black and brown tweed lined with taupe taffeta. For evening, one of the prettiest imaginable costumes combines a street length pale pink fleece coat and matching color, jewel-embroidered satin dress.

The sweater dress making special news this fall is seen most often in party and cocktail interpretations. Cleverly put together to look two-piece is an emerald green charmer, the wool knit bodice with scooped neckline and pushup sleeves shot with gold, and the full velveteen skirt joined under a gold kid belt. Another dress that gives a sweater effect combines a similar bodice of navy wool jersey, tied with tiny bows on the shoulders, with a swirly navy taffeta skirt.



Low-buttoned tiny jacket and strapless dress in yarn-dyed navy taffeta is a fall and winter Gothe dinner costume from the David E. Gottlieb collection. The decorative top of the dress bodice shows above the top of jacket.

Petite "Mad Agnes"

By Lucretia Roper

NATURALNESS and charm are only two of the attributes of petite titian-haired Dorothy Minnick of Long Beach, who started out several years ago on a singing career but has now attained that enviable status of "actress."

Upon completing the little theater course at the Pasadena Playhouse this spring, Dorothy was called, among many other young female hopefuls, to try out for the part of "Mad Agnes" in that perennial favorite "The Drunkard" at the Los Angeles Theater Mart. Several weeks passed before a decision was made, but it was made in favor of the five-foot-tall, green-eyed Dorothy.

Her singing comes in good stead when she takes over the stage with Anna Held's famous song, "I Just Can't Make My Eyes Believe," and another old-time, "Ma! He's Makin' Eyes At Me." Included in her growing up process in Long Beach were several years of dancing, which she uses to good advantage in the olio acts.

When Dorothy was a student at Wilson High School she sang with the glee club and took part in the school's musical production of "The Firefly." While at Long Beach City College she served as president of Ramayana and studied voice privately. Although she made plans for a musical comedy career, Dorothy entered Pas-



John E. Reed Photo

Naturalness, charm and talent have won a place in the stage world for petite Dorothy Minnick of Long Beach.



As "Mad Agnes" in perennial favorite, "The Drunkard," Dorothy Minnick is proving ability, winning audience.

Beat That Draft

By Bob Scharff

WHEN windows rattle and doors shake in heavy winds, you can be sure that job of weatherstripping is needed.

Weatherstrip can be had in a great variety of designs and materials. The very best and most expensive is the metal interlocking type which provides a double seal against the escape of heat or the admission of cold drafts. This type must be set into the wood, a fairly simple job with a routing plane but difficult without one. Cuts and directions for installation are furnished by the manufacturer.

The type more often installed in homes already built is composed of a metal or wood strip, in the shape of a narrow molding, with a rubber or felt edge, quite flexible but firm.

To apply this type of strip, close the window. Measure the upper sash and cut the weatherstrip to the proper length. Place it against the window frame so that the rubber or felt edge touches the sash tightly along its entire length. Then tack it into place with small brads. When both sides are done, repeat the performance on the lower sash.

At top of the upper sash and the bottom of the lower sash, the strip is tacked to the sash and not to the frame. To make a neater job, mitre or bevel off the upper and lower stripping which is fastened to the sash so that it will fit snugly against the vertical pieces.

To weatherstrip a door, apply

the strip all around the door frame when the door is tightly closed. On the bottom, lay a piece of the strip on the door sill on the outside and lay another piece along the bottom of the door on the inside, so that it also touches the sill when the door is shut.

Weatherstrips for metal frame casement windows are made to snap into the grooves around the edges of the sashes, being held in position by their springiness. Felt can also be used on metal casements and is held in place with thick shellac or liquid solder.

Never paint weatherstripping because it will harden when the paint dries.

Launder Rug

TO LAUNDER a small cot-ton rug at home, try this routine. First remove loose dust and grit by vacuuming or shaking the rug; then set it to soak for 14 to 15 minutes in a basin of warm soapsuds. This preliminary soaking will make it easier for your machine to do a thorough cleaning job.

After removing it from your washer, spin dry it, or run it through a wringer, taking care to feed it into the wringer straight and evenly. The next step is drying. This should be done in the shade, with the rug tossed over two lines, not one. When it's almost dry, brush up the nap, or shake it until it's fluffy.

(Continued From Page 2)

from Boston, around Cape Horn to California, opened upon a cool veranda, where Castilian roses and oleanders bloomed. The furniture, bric-a-brac, table silver, glassware and other household articles, came from Old Castle across the seas.

During the Spanish and Mexican period, the Plaza became the gathering place for religious ceremonies and celebrations, and many prominent families, other than the Avila family, built magnificent residences in the vicinity, among the more notable of which were the Lugo abode and the Pico House.

In 1857, a municipal water tank was placed in the Plaza where it was enclosed with a wall; sidewalks were laid out, shrubs and flowers were planted. The hitching posts which bordered the Plaza were used for handsome rigs and other types of vehicles, as well as saddle horses.

There is no trace today of the buildings erected by the original colonists, as nothing remains to show exactly where their homes stood. In 1800, records reveal that disastrous floods rose from the

Los Angeles River and forced the inhabitants of the village of about 30 small adobe homes to move back from the river bank, necessitating a slight shift to the west of the original Plaza but not enough to relocate it entirely.

In July, 1869, the Plaza was officially dedicated as a public park, thus becoming the first city park in Los Angeles.

The chimes of the old pueblo church still can be heard, exact-

your beauty begins with a Bountiful BUST!

This **This** **Or This**

During the past FIVE YEARS this easy, economical method of NATURAL breast development has enabled thousands of women to attain a full, firm and fashionably feminine bustline.

NOT A CREAM OR OINTMENT **EASY TO USE—AMAZING RESULTS**

Lady Bountiful
Salon 317—6404 Hollywood Blvd.
Phone HOLLYWOOD 9-8231
Long Beach 70-4911

Name _____
Address _____
City _____ State _____
Phone No. _____



Fall's princesse silhouette in a New York theater dress of copper iridescent taffeta from the Janice Nilan collection is shown above. Scalloped neckline is shaped in one with the sleeves, molded bodice zips in back, orange satin petticoat holds out skirt.

Delicious Nut Bread

By Mildred K. Flanary

Featherdown Biscuits

brush tops with melted butter. Bake in hot oven (425 degrees F.) 18 to 20 minutes. Makes about 12 small muffins.

Pineapple Date Bread

2 cups sifted enriched flour

1/2 teaspoon baking soda

1/2 teaspoon salt

2 tablespoons shortening

2 tablespoons vinegar

1/4 cup milk

Slit together flour, soda and salt into mixing bowl. Cut in shortening with blender or two knives. Mix together vinegar and milk and stir into flour mixture. Turn onto floured board and knead lightly about a minute. Pat out until 1/4 inch thick. Cut into squares with knife. Place on small cookie sheet or bottom side of cake pan. Bake at 450° F. (hot oven) 12 to 15 minutes. Makes about a dozen biscuits.

Raisin Oat Muffins

1/2 cup seedless raisins

3 tablespoons shortening

2 tablespoons granulated

brown sugar

1/4 cup chopped nuts

1 egg

1 cup buttermilk

1 1/2 cups sifted all-purpose

flour

1/2 teaspoon salt

1/2 teaspoon soda

1/2 teaspoon baking powder

1/2 cup quick-cooking oats

Melted butter or margarine

Rinse and drain raisins.

Cream shortening and sugar thoroughly. Blend in well-beaten egg and buttermilk. Sift flour with salt, soda and baking powder. Combine with oats and add to first mixture. Stir in raisins. Fill greased muffin pans about 2/3 full and

Coffee Spice Loaf Bread

2 cups sifted enriched flour

3 teaspoons baking powder

1 teaspoon salt

1/2 teaspoon cloves

1/4 teaspoon allspice

1/4 cup shortening

1/4 cup sugar

2 eggs, beaten

1/2 cup strong coffee

Sift together flour, baking powder, salt and spices. Cream together shortening and sugar until light and fluffy. Add eggs, beating well. Add flour mixture to creamed mixture alternately with coffee. Bake in greased loaf pan 4 1/2 x 8 1/2 inches in moderate oven (350° F.) 35 to 40 minutes. Makes one small loaf.

Nut Bread

2 cups sifted enriched flour

3 teaspoons baking powder

1/2 teaspoon salt

1/2 cup sugar

1/4 cup chopped nuts

1 egg

1 cup milk

3 tablespoons melted

shortening

Sift together flour, baking powder, salt and sugar. Add nuts. Beat egg, add milk and shortening and add to dry ingredients. Mix until flour is well moistened. Bake in moderate oven (350° F.) 1 hour. Yield: 1 loaf.

Here's a recipe for the most tender, light biscuits you've ever had melt in your mouth. They're made with a soda dough—easy to handle and downright wonderful.



On many tables, bread is served in unnecessarily monotonous style. Variations will quicken appetites. Rich, flavorful nut bread is excellent for a change.

Protected Seeds

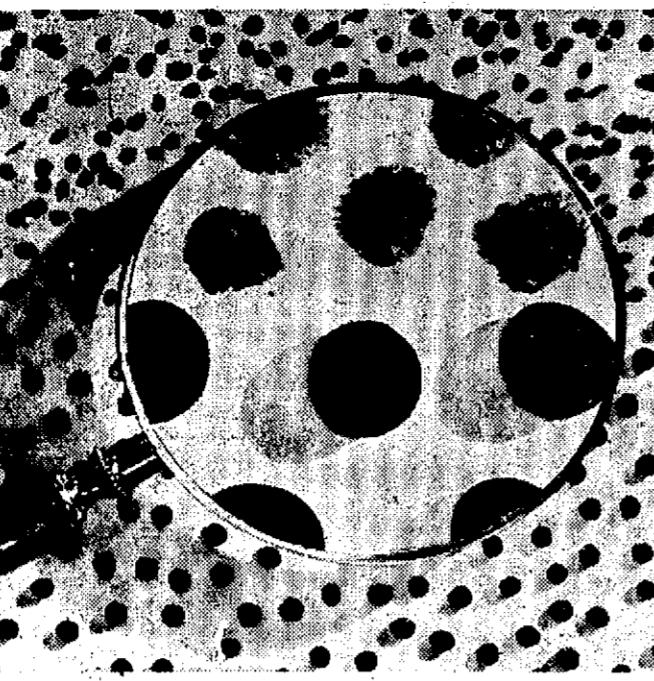
By Burleigh M. Beckley

COATED or pelleted seeds are protected from year-around planting hazards. They have fungicides for control of damping-off in wet, cold spring sowings. Insecticides in the coatings discourage the degradations of pests. Growth stimulants start them faster from their seed pods. And there are fertilizers to assist until the tiny feeder roots can sustain the rapid growth.

They are also of great assistance to the gardener.

The bulk added over the seed makes even minute petunia seed easy to handle and plant in evenly spaced "drops." Such placement of the seed results in an ungrouped seedling growth. With this kind of sprouting, the gardener doesn't have to do a lot of stoop thinning or transplanting. It's hard

WATER BILL HIGHER!
Save Money by Using
"DIS-L-GRO"
—COMPOST PLANT FOOD—
Holds Moisture, Aerates Soil
and Lasts and Lasts
Perfect for Lawns, Trees, Shrubs
No Dealers, Save 40c. PH. 90-4414
CHAMELISS SOILSERVICE



Because of increased size, coated seeds are easier handled and placed in even "drops" in the seed bed.

the soil. The earth must have been prepared fine enough so that it will press closely around the seed shell. This holds moisture against the hard seed pod and softens it, allowing the tender sprout to emerge.

IN SOME ways firming the soil over seeds is a disadvantage to its sprouting.

If the finely pulverized earth is pressed closely about the seed, it excludes root-stimulating oxygen that new roots need. Water will wash fine silt and sun bake it to a stiff crust above the tender sprouts. This crust is difficult, sometimes impossible, for seedlings to push up through.

Pelleted seeds pressed into the surface of the seed bed can never be crusted over. The coatings act as a binder, drawing any moisture to the seed even though the surrounding earth is not finely mulched as in ordinary seed beds.

The heavy coating dissolves readily with moisture.

The coarse seed bed texture, possible with coated seed sowings, will hold an abundance of invigorating oxygen for new, spreading roots.

Seed coating materials con-

tain potent fungicides and insecticides that allow them to be planted outdoors two or three weeks sooner in the spring.

ALTHOUGH warm sunlight may brighten the days, the earth is still wet and chilly at that early season. In this condition it harbors fungi that are deadly to weak, early-risen seedlings. However, there are fungicides in the seed coatings that will kill most kinds of soil organisms that prey on sprouts.

This holds true with soil pests such as wire and cut worms. The insecticides mixed in the coatings repel or kill these pests.

The earlier plantings possible with coated seeds brings the crop up sooner and gives it a chance to develop to where it will better withstand the summer bug hordes.

The same preseasor growth will give the new plants the jump on weeds. An early seedling will benefit from winter-stored soil moisture and food before rank growth takes its greedy toll. Then, too, seedlings and weeds are more readily distinguished for easy hand or hoe weeding.

Tips on Gardening

GARDEN tips for the week. This is a good time to start stocks in your garden. The Giant Winter Nice varieties are best for general use.

The colors are splendid, including shades of rose, apricot, canary-yellow, pure white, dark blue, rosy-lilac and blood-red.

The interior of your home can be made just as colorful as your outdoor garden. Nurseries now stock a wide range of plants suitable for indoor culture. Also make good use of the foliage plants which seem to do so well inside the home.

Be sure to prepare the soil adequately for your bulb garden. A deep, porous soil is best. To insure adequate drainage add sand or humus. For specimen plantings set each bulb on a cushion of sand.

PROPER CARE FOR HOUSE PLANTS

by JOE LITTLEFIELD



Many good-hearted homeowners water their house plants generously . . . often too generously. Plants growing in containers with no drainage do not dry out as fast as those growing in clay pots. To avoid over-watering, check moisture content of soil with forefinger. If soil is moist, wait a few days before watering again.

Feed plants once a month. Put tablespoonful of Red Star Gro-Master, a complete plant food, in quart milk bottle of water. Soak over night. Stir next morning. Give plants a drink of liquefied Red Star Gro-Master before undissolved nutrients settle in bottle. Feeding house plants in this manner keeps them growing steadily, because undissolved fertilizer particles will continue to feed the plants over a longer period of time! Excellent for tender African Violets, too.

Another tip: get your free copy of Red Star's 82-page "Pocket Garden Guide." Just write Red Star Fertilizers, Downey, Calif. (Attn. Dept. T.)

Long Beach's Largest and Most Complete Nursery
3569 ATLANTIC
PHONE 4-3221

Know-How for *Bulb* Plants

By Bob Gilmore

IT IS unfortunate that so many amateur gardeners in the Southland suffer from a lack of know-how when it comes to growing tulips, hyacinths and comparable bulbous plants. The fact is that these ornamentals will do just as well in this area as in cooler climates. The complaints usually voiced are almost entirely a result of improper planting methods. Actually you can have prize-winning tulips, or hyacinths, in your own garden. Here's how.

One of the first things to guard against, especially with tulips and hyacinths, is planting too early in the season. Even though local dealers may be offering the bulbs, don't rush the planting job. It is good technique of course to purchase the bulbs at this time; guarantees that you will get what you want. Later purchasing may result in having to be satisfied with the leftovers. Until the proper planting time you should store the bulbs in a cool, airy and well-ventilated room. Do not pile the bulbs on top of each other; this may cause them to sweat and ultimately rot.

In Southern California tulips should be planted at a depth of at least five inches; that means five inches of soil on top of the bulb. The soil at this level is cooler and the roots become better established before the flowering period. One of the most familiar complaints registered by local amateurs is that their tulips lack the long, wiry stems associated with florist exhibitions. Their flowers seem to open, very unfortunately, just a few inches above the surface. Stunted stems of this nature result not only from late planting but also from planting at the wrong level.

The reason for delaying planting in this area is due to the relatively warm weather.

Southern California during fall—and often in winter—is still sunny California. And too much sun, because of the heat generated, is not to the liking of certain bulbs. Tulips especially prefer planting in a cool



To grow tulips successfully in Long Beach gardens, set bulbs at a depth of not less than five inches in soil.

conditions. Do not select the early sorts as these will produce flowers on dwarf-like stems. Your best bet is to plant only Darwin tulips.

Bulbous plants generally are heavy drinkers and this means, in addition to water, that adequate drainage must be provided. Adding plenty of humus to the soil will help and in

extremely heavy soils you should set each bulb on a cushion of sand. This medium provides excellent drainage and minimizes any danger of the bulbs rotting in standing water.

Nurseries and garden supply stores are offering specially prepared bulb foods and this should be applied according to the directions on the packages.

Petunias Have 'Everything'

By Walter Finch

MOST OF us like to succeed. As amateur planters we sometimes have disappointments that take a whole year to rectify. However, the gardener who plants petunias can expect professional displays even though that's just mildew on his green thumb.

The petunia has more variety of form, height, bloom and flower shape than any other annual. Seeds sown outdoors in fall or spring, or propagated indoors from mid-January until May offer more beauty than an artist's palette. Most seeds show color in three months and bloom until heavy frost kills the plant.

DWARF petunias are larger than miniatures and stay trim as well. They grow from 12 to 18 inches tall and produce prodigious quantities of plain blooms of blazing brilliance. They are best suited to bedding, but will substitute in an other medium of petunia display. They are especially good for cutting.

In window boxes, hanging baskets, mass coverage for garden banks or walls and exotic urn plantings the Balcony petunia is a natural. Its long, trailing growth will curtain or furnish pendulous color in a dozen flaming shades.

While most petunias are highly decorative and floriferous, it takes the ruffled and double ruffled kinds to furnish a real thrill of amazement.

Ruffled petunias offer tall and dwarf forms and colors ranging from purest white to deepest, glowing purple. The huge ruffled trumpets are heavily veined with contrasting colors. The massive blooms and compact growth make Ruffled petunias a choice for bedding display. Use them in window and patio boxes or doorway urns, too.

Two of the most popular large-flowering single grandiflora types are Giants of California and Fluffy Ruffles. As the names indicate, the flowers



—Bogger Seeds Photo

Giants of California petunias bear snow white and glowing purple four and five-inch ruffled blooms.

are enormous. The four and five-inch blooms are so tightly ruffled as to appear fringed.

DOUBLE ruffled types are the prized petunias. They are naturally dwarf and self-branched. No pinching or cutting back is necessary to maintain their low, spreading form.

They are ideal for mass coloring. The flowers are so double as to present a pompon effect. Carnation flowered are plain edged, while giant fringed types have scalloped edges that lend them a delicate, lacy appearance. Both make wonderful cut flowers.

Feed petunias every month with a balanced liquid, commercial fertilizer.

Keep the blooms cut to encourage further flowering, and after the first heavy cycle of color cut the plants back heavily.

Petunia bouquets will hold their blooms for a week in the house. If petunias are allowed to go to seed it will shorten their flowering season.

The plants harbor no pests or diseases.

RANUNCULUS BULBS

Double flowering. Mixed colors. 100 for 69¢

SNAPS, STOCKS, CALENDULAS

\$1.50 flatdoz. 19¢

DAFFODIL BULBS

Dozen 89¢

SUNDAY ONLY!

PEAT MOSS and LEAF MOLD

2 1/4 cu. ft. special \$1.39

POINSETTIAS, BOUGAINVILLA,

PYRACANTHALarge Plants, Gal. Cans. 49¢

DICHONDRA

Per Flat 65¢

FREE WITH

1/2 POUND GRO-MASTER

TO EACH CUSTOMER

CLOSED SATURDAYS — OPEN SUNDAYS

CAMERON'S NURSERY

9846 E. BELMONT AVE. — BELLFLOWER

Next to Post Office — Torrey 7-2439

Take Bellflower Blvd. to Center of Town, Turn Right One Block east on Belmont, next to Post Office.

Press-Telegram Southland Magazine

LAST DAY

Kitano's 4th ANNIVERSARY SALE!

"Pat" Burke, the well-known horticulturist and entomologist will MC the affair today, representing Calif. Spray Chemical Co.

Gordon Baker Loyd, TV and radio star, will be present with daughter, Judy, to answer various garden problems Sunday afternoon, Sept. 23.

REGISTER FOR OUR MANY GIFT AWARDS TO BE MADE TODAY

HIBISCUS

Red Monarch—New double red1 gal. 69¢
Grown of Bohemia—Double gold1 gal. 69¢
Single reds, double pinks, etc.gal. 49¢

BOUGAINVILLA

49¢ ea.
Berber Kerst ... Fuchsia Red
San Diego Red ... Deep Red

CAMELLIAS—1-GALLON CANS

Pink Perfection ... Light Formal Pink
Covina ... Double Rose
Purity ... Double Formal White
Eliza Nobile ... Bright Red.....79¢

MANY OTHER OUTSTANDING SAVINGS

Kitano's ATLANTIC NURSERY
15601 SOUTH ATLANTIC . . . Between Compton and Olive
COMPTON, CALIFORNIA
NEWMARK 5-1590



FUCHSIA-LA NURSERY

Long Beach's Largest and Most Complete Nursery

3569 ATLANTIC

PHONE 4-3221

BAMBOO RAKE

12 colorsdoz. 39¢

GIANT GLADIOLUS

Super sizedoz. 79¢

KING ALFRED DAFFODIL

(36 to 48 blossoms per dozen bulbs.) sizedoz. 24¢

DUTCH IRIS

Blue or yellowdoz. 60¢

DAVIS POWER MOWER

Special \$86.50
Old mower taken in on trade.

WE RENT

Power Lawn Mower — Soil Tillers — Renovator
Hand Lawn Mowers — Sharpened, oiled
and adjusted from \$1.50

L.J.

For Easy, Relaxed Living

By Dorothy Killam



An attractive brick fireplace in the living room of the Kenneth W. Austin home is set between cabinets in a knotty-pine wall. Scallops frame windows at sides.



Set back from a wide driveway leading to the garage on the front of the house is the new home of Mr. and Mrs. Kenneth W. Austin. Wild strawberries cover the yard.

Home-Built Patio

By Jane Lindemuth

SIZZLING hamburgers, broiled fish, tacos, grilled steaks—all are on the menu when George Jacoby, Long Beach auto stock checker in the role of master chef, and his wife, Jean, serve guests in their outdoor patio at 13071 Sandra Pl., Garden Grove. The meals are cooked over a stone barbecue constructed during Jacoby's after-work hours and week ends.

Selected for size, shape and color, the stones were acquired during picnic outings in Silverado and San Gabriel Canyons, then hauled homeward. When enough were accumulated, work began.

Using a fine grade mix of cement and sand between the rocks, the couple laboriously shaped the barbecue, then worked on stone legs for a

plank-topped bench and table. Piled-up stones with plumbing piped in from the house form a drinking fountain. A stone fence, topped with pickets painted white, completes the patio scene. Aiding Jacoby with work on the 300-foot fence between the adjoining properties was a neighbor, Herbert Knight, now serving with the Marines in Korea.

Totaling the expense after completion of barbecue, furniture, drinking fountain and fence, including gasoline for transporting the stones, Jacoby arrived at a cost figure of only \$175. The outdoor area has already given many times that much service in sunset dinners, moonlight dancing, and "just plain living."



George and Jean Jacoby hauled stones from San Gabriel Canyon for this barbecue at their Garden Grove home. The total cost, including fence, was \$175.

Decorating Topics

By Edgar Harrison Wileman

HOW many different colors may be used together in a living room?

There is no rule about this matter. Some decorators like to use very few, others will use many. It's really a matter of personal preference. Today's trend seems to call for more conservative color schemes in living rooms, using only two or three colors but having a wide variety of these by combining lighter and darker values.

When several colors are used in any room it may be called a polychrome scheme. This needs a color key to start from: that is, a basic material which has several colors in it. A wallpaper

paper makes an excellent color key. The background of the paper may be used for the color on the woodwork and ceiling. One color in the design on the paper may be the rug color, another the draperies. Every color used in the room would be copied from the color key. In this way a printed fabric might be the key, an Oriental rug, or even a picture. A polychrome color scheme worked out this way is meaningful and satisfying.

THERE'S a lot of talk these days about Provincial styles of furniture. Just what is meant by that title or name? The general meaning of Provincial is that of some-

thing pertaining to, or coming from, the country as distinct from a city. Hence, in furniture, it means an informal or country style. In California, it may be interpreted as the casual furniture so suited to a California ranch or farmhouse.

French Provincial is perhaps the best known example of Provincial. Many articles made today are copies of those found in rural France. The name,

Provincial, however, may be applied to English, American Colonial, or even certain phases of modern. Quite often the fabrics, wallpaper, floor covering and accessories determine whether a style is formal or Provincial. It is possible to make French Provincial style quite formal by using taffetas and smart matelasses or treat it as a peasant style and use printed cottons, chintzes and hooked or braided rugs.

Save \$41.12 on This New 5-Pc. Chrome Dinette Set



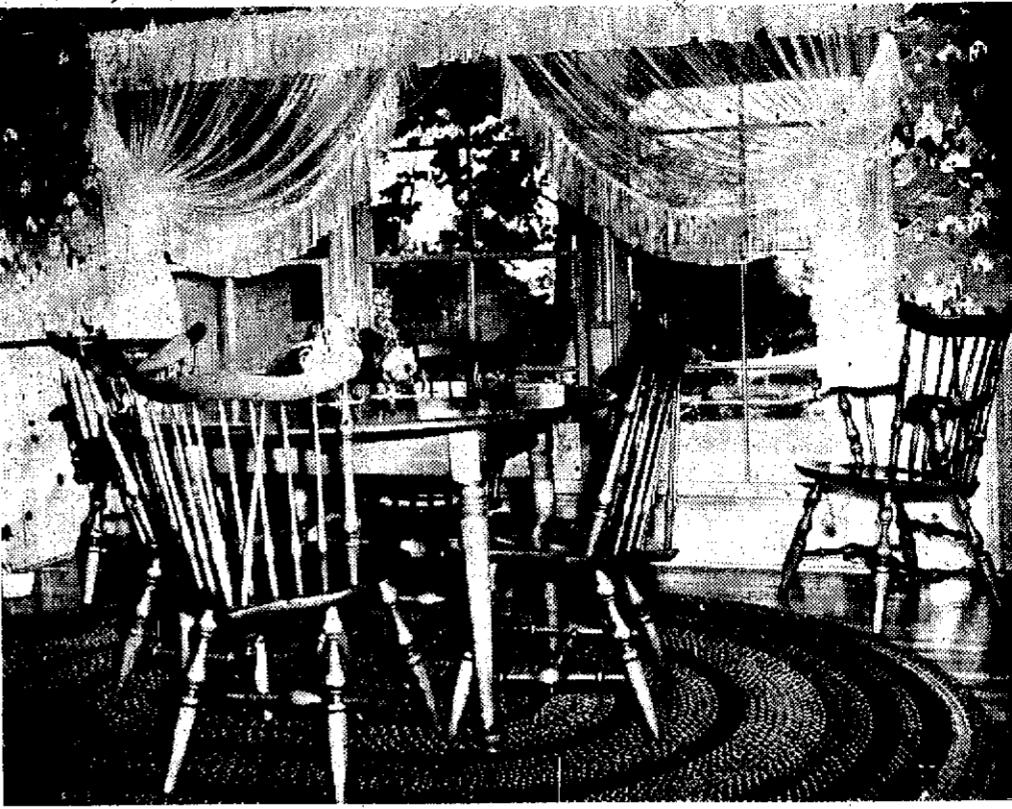
Reg. 130.00 Value

NOW \$88.88

WE MAKE TABLES AND CHAIRS, ANY STYLE, SHAPE OR COLOR

CUSTOM HOME SHOPS

521 American Ave.—Phone 6-6022—Daily 9-9, Sunday 12-5



Wide windows in the dining room overlook the terrace and the back garden which is shaded by tall trees. The oval table and Windsor chairs are suited to the decor.

SAFE SINCE 1889

SAVINGS ACCOUNT

Are your insured savings earning 3%? Do you want complete peace of mind and higher earnings? Investigate the old reliable of savings institutions. Drop in or phone today.

Savings Accounts Opened by the 10th. Earn From the 1st

HOME BUILDING & LOAN ASSOCIATION

LONG BEACH: 1st & Locust
LOS ANGELES: 8th & Spring
HUNTINGTON PARK: 2616 E. Florence
Member Federal Home Loan Bank System

LB 6-8231

CorruLux

The Sensational LIGHT-GIVING MATERIAL

For porch coverings, patio roofs and enclosures, sun deck screens, privacy partitions, decorative panels, colorful awnings.

ENDURING • WEATHERPROOF MAINTENANCE FREE

Six Beautiful Colors To Choose From:

Skylight Green Forest Green

Sunlight Yellow Sky Blue

Corral Ivory

Forest Green

Sky Blue

Ivory

Shatterproof

The Perfect Material for Tub Enclosures and Shower Doors

• Easily Installed in existing buildings.

• Ideal for home modernization or new construction.

Send For FREE Folder

Translucent Materials Co.

Distributor

Phone: NEWARK 2-8035

12211 Long Beach Blvd. Lynwood

STONE CONTRACTORS

Flagstone • Wall Rock
Stepping Stones
Fireplace
Barbecue Equipment
FHA TERMS

American Stone Co.
3750 Long Beach Blvd.
40-5394 69-1331

BREAKFAST NOOKS

AS LOW AS \$57.00
Table Extra
CITY WIDE SERVICE
Custom-Built
Direct From Manufacturer
Phone LONG BEACH 40-3416

George's Breakfast Nook

PHONE: AN 1-6146 • 4811 E. OLYMPIC

PUT THE SUN IN THE SHADE
with Lifetime, Ventilated
KOOLVENT ALUMINUM

10°-20° COOLER

• AWNINGS • COVERINGS FOR EVERY TYPE BUILDING

WINDOWS
PORCHES
PATIOS
WALKS
DOORWAYS
STORES

Aluminum Umbrellas
Nationally famous KOOLVENT Umbrella
• Permanent
• Ventilated
Garden, liquor, oil, fast food, umbrellas shades
75% more area than conventional
umbrella types. Choice of vibrant and pastel colors.
No Seasonal Maintenance
Fireproof • Windproof • Seepage proof • Permanent • Economical

ALL-ALUMINUM Kooolvent Ventilated
Awnings are designed for all-season,
all-weather service. They keep out
the sun and rain...provide air-cooled
comfort. They're economical, too!
The first cost is the only cost. Beautiful
color combinations.

Get Complete Details Now—FHA Terms—36 Months to Pay
Phone 70-8401 for Free Estimate—No Obligation

KOOLVENT of Long Beach
743 PINE AVE.

Joan's Home Studio

Complete Decorative Service
2736 EAST SEVENTH STREET

We specialize in:
• Slipcovering
• Draperies
• Lamp Shades to Order
Color Consulting and Planning
Painting, Decorating and Wallpaper Selections
NO JOB TOO LARGE NO JOB TOO SMALL
Evenings by Appointment
PHONE 90-6486 Credit Terms Available

SCRUBBABLE WALLPAPER

Are you familiar with Varler and Glendura? Let us show you these amazing wall coverings that will resist dirt, grease, and water and truly are scrubbable.

PAINTMART
3720 UPTOWN ATLANTIC
BUY WHERE THE BETTER CONTRACTORS BUY

Realty and Building

Everett Purcell, Editor

L. B. Seventh in West, 29th in U. S. Building

LONG BEACH was seventh largest construction center in the west during August and stood 29th in the nation at the end of the first half of 1951.

Report on national building activity, issued by the U. S. Department of Labor, showed that the city had advanced to 29th from 36th place at the end of the first six months of 1950. Total for the 1951 half-year was \$19,078,000.

In terms of residential permit valuation, Long Beach was 53rd. This reflects the shifting of home construction to the periphery of the city. Long Beach is 43rd in population.

The western regional report, compiled by Western Building magazine, Portland, disclosed that the August dollar volume of new construction was off about one-third from August, 1950. Long Beach, in common with others among the top 25 construction jurisdictions, reversed the area-wide trend and made gains over both July, 1951, and August of last year. The region comprises the 11

western states, Hawaii and British Columbia.

Los Angeles was top city with \$18,537,995. Seattle came second with \$8,885,485. In third place was San Diego, \$5,066,399. Others in line were Denver, \$3,885,706; Boulder, \$3,595,608; San Bernardino, \$3,548,341; and Long Beach, \$3,448,635. Torrance was 17th best city with a total of \$1,979,657 in new construction.

The 259 cities and counties in the west, reporting their August building volume, issued 37,462 building permits. These same jurisdictions issued 47,636 building permits in August, 1950. This was a decline of 21.6 per cent. In valuation of building permits issued, the reporting areas issued \$174,671,275 in building permits. This compares with \$257,962,144 issued by these identical 259 areas in August, 1951.

93 in Realty Class

REGISTRATION for the course in real estate fundamentals, sponsored by the Board of Realtors, numbered 93 at the opening session Wednesday evening and is expected to top 100 this week, according to E. T. Moore, chairman of the education committee.

The 10-week course, with classes each Wednesday evening at 7 in Room 421, Polytechnic High School, will cover legal and practical application

of the fundamentals of real estate law, escrows, titles, salesmanship, appraising and construction costs. It is designed for persons interested in entering the realty business and for property owners, Moore said.

Topic this week will be "Contracts, Deeds, Power of Attorney and Acknowledgments," he added. James E. Pawson will be the instructor. Registrations are being accepted at the board offices, 531 American Ave.

Santa Clara Manor, at Santa Clara and Santiago Ave., Santa Ana, formally opens sales today on homes ranging from 1284 to 1349 square feet in area. Sketched here is one of many exterior designs by Thomas Russell, AIA.

Santa Clara Manor First Sales Above Expectations

ADVANCE sales at Santa Clara Manor have exceeded all expectations, Frank C. Pope Jr., sales manager for this new residential community in Santa Ana, said yesterday.

Situated in the popular orange grove area north of the new Santa Ana business district on E. Santa Clara and N. Santiago Aves., Santa Clara Manor opens formally this week-end for sales.

Visitors, it was stated, have been most impressed by the individualized appearance of these three-bedroom or two-bedroom-and-den homes. Architect Thomas J. Russell, AIA, designed the floor plans and created exteriors that blend admirably into the pattern of fine residences already built nearby. There is a wider variety of exteriors than ordinarily found in a community of this size, comprising only 136 homes, Pope said.

Six basic floor plans range from 1284 to 1349 square feet,

exclusive of porches and garages. Prices range from \$12,950. Monthly payments of \$74.00 to \$81.00 include taxes, interest, insurance and principal payments.

This fast growing area in the Orange County seat has the distinction of having been issued the largest construction permit ever applied for in Orange County.

A model home is open for inspection on E. Santa Clara Ave. Some of the outstanding features are real fireplaces, some decorated in brick, others in stone and flagstone; bath and three-quarters; all-steel kitchens; forced air furnaces, electric dish washers and garbage disposers. There is a choice of roof designs in cedar shingles or tropical dolomite.

Shopping district, schools and main transportation lines are all nearby. The new Santa Ana Freeway is under construction just two blocks away.

Sales office is at 1006 E. Santa Clara Ave.; and can be reached by driving to N. Main St. in Santa Ana, thence to junction of Santa Ana and Santa Clara Aves., and east on Santa Clara to the property.

Apartment Group Elects Shirley

ELECTION of H. V. Shirley, past president of the Long Beach Apartment House Association, as one of three regional vice presidents of the California Apartment Conference occurred last week at the annual meeting of the organization in Yosemite National Park.

William Walters, Los Angeles apartment house operator and real estate owner, was made president, succeeding Douglas Dorn of San Francisco. Bob Snell of Oakland was made secretary-treasurer. P. J. O'Donovan of Los Angeles was elected assistant secretary-treasurer.

As a major resolution, the conference agreed to support action taken by political organizations "whose aims are to return the United States to the freedom of personal and property rights under which it became the greatest country in history."

"The time has come," Walters told the conference, "when property owners everywhere must take aggressive action to make the leaders of the nation realize a program of continued governmental controls will kill all ambition and incentive, resulting in a disastrous decline in this country's economic prosperity."

Delegates selected Los Angeles as the site for the 1952 convention.

Joins Wofford

James B. Atkinson has joined Wofford Realty Co. as a real estate salesman, it was announced yesterday by F. R. Wofford, head of the firm.

Atkinson, formerly in the trust department of Security-First National Bank, has had a wide experience in real estate, Wofford said.

Essay Contest

"WHAT THE BILL OF RIGHTS MEANS TO ME" is the subject of an essay contest for Long Beach students, sponsored by the Board of Realtors in connection with nation-wide competition being staged by the National Association of Real Estate Boards.

Local winner will have his essay in the contest for the national award, an all-expense, five-day visit in Washington, D. C. The Board of Realtors will award a number of prizes locally, according to H. Herschel Hart, president.

The contest is open to any student attending an accredited high school within the jurisdiction of the board. Names and entries must be submitted to the NAREB headquarters by Dec. 1.

Harry Moore, assistant su-

perintendent of schools, told the Realtors last week that Long Beach students have won third and sixth places in recent national contests. Such competition affords opportunities for research and self-development, he added.

Realtors believe the nation cannot emphasize too strongly the importance of arousing in high school students a practical interest in the Bill of Rights," Hart declared. "To conduct contests such as this helps stimulate public understanding and appreciation of this guiding document for our wonderful country."

E. T. Moore, chairman of the education committee, and James G. Garth, public relations chairman, will be in charge of the contest, Hart said.



Flowing semi-transparent drapes, form the background for a cozy corner in the La Habra Park model home which is located on Whittier Blvd. at Cypress St. in La Habra. The model home furnished by Barker Bros. is typical of those now selling in this colorful subdivision.

La Habra Park Noted for Color

Two bedrooms and a den, fireplaces, large, landscaped and fenced yards, double garages, dishwashers and garbage disposal units, covered weather-protected patios, kitchen nooks and a long list of "extras" have helped make these homes popular with buyers, it was stated.

Located at Whittier Blvd. and Cypress St. in La Habra, the homes are less than 30 minutes from downtown Long Beach; 15 minutes from Vernon industrial district, and approximately 10 minutes from Santa Ana, Anaheim, Fullerton, Orange and Buena Park. The homes are only about 15 minutes from Pomona, 5 minutes from Whittier, and 30 minutes from downtown Los Angeles.

They are priced from \$13,300 and may be purchased on FHA terms. The development is open evenings throughout the week, and until 9 p. m. on Saturdays and Sundays.

Long-Term Savings Continue to Grow

DESPITE the growth in spending that has occurred in recent years, the American people have continued to do an outstanding job on the thrift front by adding steadily to their basic "nest egg" in life insurance and other forms of long-term savings, the Institute of Life Insurance reported today.

This evidence of the strength and persistence of the thrift habit among the people at large, the institute said, is of particular importance at this time in view of the need for a greater personal savings effort to help meet the underlying inflationary pressures arising from the size of the rearmament program. It is significant to note in this connection, the institute added, that individual savings showed a marked increase in the second quarter of this year, according to preliminary estimates.

"The growth in savings per family has run far ahead of the rise in prices in the last three decades, the 'real' increase amounting to nearly 250 per cent for the period as a whole and 38 per cent for the last decade alone."

(Advertisement)

FREE LECTURE

"HOW TO INVEST & TRADE in the STOCK MARKET"

Sponsored by The D. E. HAYES Financial & Investment Institute

LEARN THE FACTS—Millions of stockholders are losing their stock values climb higher and higher in the present "Sell Market." Prepare yourself—Take advantage of this "Inflation" market climb. BUY learn the fore-warning signals of the "Bear" Market that will come.

ATTEND THIS LECTURE—FREE—BEGINNING 7:30 P. M.

LONG BEACH—Wednesday, Sept. 26, Town Hall, 835 Locust Avenue.

LOS ANGELES—Tuesday, Sept. 25, Parkview Manor, 2200 W. Seventh St., 835 Locust Avenue, Long Beach.

FREE lecture on the "COMMODITY MARKET" only will be given on Monday, October 1, at Town Hall; 835 Locust Avenue, Long Beach.

>>>>>>> HEAR THE FORECAST OF THE 1951-52 BULL MARKET >>>>>>

Be sure to specify



GET ALL THE FACTS! FREE!

Write today for your copy of "Friendly Advice," the informative folder that tells you the true facts about termites—and decay—damage in Southern California.

See your lumber dealer for complete information

J.H. Baxter & Co.
601 WEST 5TH ST.
LOS ANGELES 17, CALIF.

See it today...

In The Beautiful Park Estates

Home sites in the secluded Restricted PARK ESTATES are now available. Plan to visit PARK ESTATES before you select your future home site. Leading Long Beach families have already SELECTED and built in this lovely community.

IT'S A BETTER PLACE TO LIVE

DIRECTIONS: On Pacific Coast Highway at Anaheim Street, one half mile east of the Lakewood Boulevard Traffic Circle.

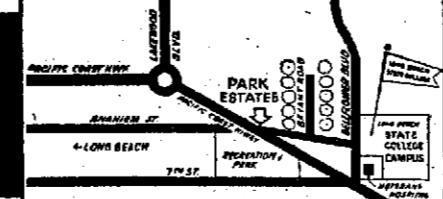
Park Estates

AN L. S. WHALEY CO.
Development

HOWARD S. REED
Supervising Sales

Courtesy To Brokers

Phone Long Beach 90-1912



INDOORS & OUTDOORS

Spots for swimming pool AND tennis court on the HUKE 85 x 107 ft. sites of these fully custom-built estate homes. Models open daily and Sunday. Contemporary modern 3 bdrm. & 2 adm. & den... 1800 sq. ft. or more in livable area... 2 tile baths... fireplaces... garage disposals... unit heat... vent fan in kitchen... colored stone roofs... 2-car garages... circular drives... priced from \$19,500.

Brownell Florence Avenue 1-mile east of Lakewood Boulevard, turn right on Lakewood Avenue to Exhibit Homes.

FLORENCE AVE.
LAKWOOD AVENUE
Brownell Florence Avenue

NEVILLE S. GARDNER, Builders
1000 Lakewood Ave., Brownell - Phone 23233

Press-Telegram Southland Magazine

**"Custom" Features
and Accessories**
from America's leading
builders' supply firms...
all top names in their field.

FIREPLACES strikingly beautiful,
some are finished in stone or
flagstones, others in brick.
Log lighters, too.

BATH AND "THREE-QUARTERS"
The stall shower is lined with
real ceramic tile to a height of 6' 0".

GENERAL ELECTRIC SINKS WITH
DISHWASHERS and GARBAGE
DISPOSALS . . . the complete
48-inch unit

CROSLEY ALL-STEEL KITCHENS
You will be thrilled with
the roller bearing drawers and
self-closing spring doors

SUNSET SLIDING PATIO DOORS
with full glass panels,
ideal for indoor-outdoor living

WEISER LIFETIME HARDWARE
guaranteed for the life
of the building

LENNOX FORCED AIR
FURNACES . . . make good
cooling units, also

Two roof designs to select from . . .
No. 1 Red Cedar 16 inch shingles or
Dolomite Tropical Roofs
with wide eaves

BRUCE NATIONAL HARDWOOD
flooring . . . $\frac{1}{2}$ " x 2" select
oak floors are used in many plans

In the "C" Group there are
13/16 inch parque hardwood floors

Parkways planted with trees

Cement driveways and walkways

Large Lots 60 feet x 118 feet deep

Full bearing orange trees on
nearly every lot

Double garages . . . attached
and detached

MARBELITE STREET
ELECTROLIERS

Lawns and shrubbery
in front and side yards



Interior floor space from 1284 to 1349 square feet
exclusive of porches and garages

Priced as low as \$12,950

Three Bedroom or Two Bedroom and Den Homes

Santa Clara Manor is a dream come true of experienced builders with an ideal
to develop a community of better residential quality, in a garden setting without equal.

No effort has been spared to realize this ambition. No cheapening short cuts in construction were allowed.

No subcontractors of mediocre reputation were accepted. All efforts have been directed towards the procuring
of only the very finest. The executives of Maray Construction Corporation were on the job to see that you
received the full benefits of this effort . . . a Quality Home, without compare. The family will like the
beautiful schools, parks and playgrounds and shopping centers of this county seat, Santa Ana. They will also like the
short drive that brings them to the nearby Balboa-Newport beaches.



MODEL C-5



MODEL F-2

IMPERIAL WASHABLE
WALLPAPER in every dining room
and bedroom

Bookcases built in . . . one plan has
bookcases in the den

SOULE STEEL WINDOW
CASEMENTS.
JOHNS-MANVILLE INSULATION

AMERICAN STANDARD
PLUMBING FIXTURES

Master Bathrooms have rubber tiled
floors with cove base

Electric Heaters in some baths . . .
others heated by the forced air units

Pullman lavatory with tile tops

Extra cabinet space on service
porches for your laundry supplies.
Tile splash over laundry tubs

LIGHTCRAFT electrical fixtures

Three coats of FULLER PAINT
on all interior and exterior surfaces

Six master floor plans and twenty-two
exterior designs to choose from.

In quality of construction
and character of architectural designs,
there is nothing better on the market
selling for thousands of dollars higher.

COME SEE FOR YOURSELF.

**YOU'LL WANT TO OWN ONE OF
THESE FINE SANTA CLARA
MANOR HOMES**

VISIT THE
FURNISHED
MODEL HOME
OPEN DAILY

Sales Manager, FRANK C. POPE, JR.
1006 East Santa Clara Avenue

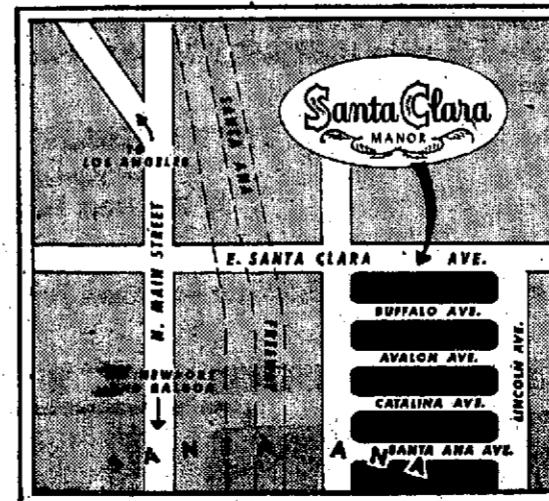
Builders, MARAY CONSTRUCTION CORPORATION
Santa Ana, California

ARCHITECT
Thomas J. Russell, A.I.A.
All decoration and selection
of colors under the supervision
of George Charles Inc.

HOW TO REACH SANTA CLARA MANOR

FROM LOS ANGELES — drive east on
Manchester-Firestone Boulevard . . . follow it
to North Main Street and East Santa Clara,
then turn left to Sales Office, corner Santiago
and Santa Clara.

FROM LONG BEACH—take any major high-
way to Santa Ana, then turn north on Main
Street to East Santa Clara Avenue, turn right
to tract (Main Street is the main business
artery of Santa Ana).



A WORD ABOUT THE LOCATION

You will discover this address in Santa Ana
to be one of the finest in Orange County.
Impressive homes set in beautiful gardens and
groves completely surround Santa Clara
Manor. All highways give the home owners
easy access to Los Angeles over the new Santa
Ana Freeway, construction can be noted just
a few hundred feet west on Santiago Avenue.
If you work in Orange County, you can live
near the aggressive new industrial areas now
being developed by an alert Chamber of
Commerce in Santa Ana.

Builders Hasten to Beat Deadline

WITH a tighter—or at least more "red-taped"—materials situation expected Oct. 1 when the latest Controlled Materials Plan allocation system goes into effect, individual home builders have been especially busy in Long Beach during the past several weeks.

Edward M. O'Connor, Building Department superintendent, reported yesterday that the spurt in applications for construction permits has almost "swamped" the department's engineers.

Among plans for larger homes submitted to the engineers last week was a set for a 2322-square-foot, eight-room residence at 5541 El Parque. Owned by Mr. and Mrs. Cartwright Hunter, the house will be built by Gerhardt Construction Co.

Blueprints show an entry foyer and hall serving various wings. There are to be three bedrooms, two and three-quarters baths, den and dining combination, large living room overlooking a covered terrace.

Dr. and Mrs. Arthur Frost in-

corporated a window wall, curving in a wide arc, into the living room of the residence they plan at 221 Rivo Alto Canal. The room will overlook both the canal and Alamitos Bay.

Their home, to be built by Fred R. Johnson, will be of concrete block and redwood boards and batts. There will be an interior garden court. Two bedrooms and den, with two and three-quarters baths, are provided.

Myron Poe has contracted with Ray J. Skibba for construction of a two-story home at 206 Rivo Alto Canal.

In NIREB

RECENTLY admitted to membership in the National Institute of Real Estate Brokers were Harold K. Steele and Benton S. Wetmore, Long Beach; Thomas R. Jansen, Bellflower, and Frank C. Pope Jr., Santa Ana.

Enrollment of NIREB, an affiliate of National Association of Real Estate Boards, has risen to 9758. Its purpose is to maintain high ethical standards and to expand the scope of home ownership and property purchase.

Completions

Residential completions in Los Angeles County first six months of 1951 total 48,905. Present rate of new completions per month is 6011.



Among the numerous notable homes in Naples is this contemporary residence at 5700 The Toledo. It was reported sold last week by Toni Sloter to Mr. and Mrs. Harry P. Forman.

Multiple Listing Contest Begins With 65 Properties

IN THE first four days of the Board of Realtors' multiple listing contest, 65 properties were offered for sale through the service, it was announced yesterday by Howard Butler, multiple listing chair-

man, U. R. Richards, Ric Owen, Tom Stevens, Russell Cunningham, John Reed, Harry Smith, A. A. King, Mary Johnson, "Doc" Givens, Wesley Sutton, William Rife, Gale Scott Reed, Jerry Brouillette, Ruby Eveland, Harold Freeman, Bea Rusche, H. R. Slinkard, George LaVigne, Joseph Reed, Charles Crayne, O. M. Eisenmann, Earl Atenburger, Robert Taylor, Harvey Miller, Deebie & Chapman, Sam Boyce, Lloyd Barnes, Gleni Crabtree and Lou Franklin.

Leonard Ellerbroek, director of the three-month contest, will make the first award Oct. 16, Butler said. The member receiving the most points in the listing and sales competition will be paid a portion of his expenses for attendance at the California Real Estate Association convention in Los Angeles.

"Each listing is placed in the service through a spirit of cooperation," Butler said. "As a result a member can put more than 700 Realtors to work on a property for his client."

Those placing listings during the opening days of the contest were T. J. Bendlage, Milford Darst, Harold Steel, But-

ler, U. R. Richards, Ric Owen, Tom Stevens, Russell Cunningham, John Reed, Harry Smith, A. A. King, Mary Johnson, "Doc" Givens, Wesley Sutton, William Rife, Gale Scott Reed, Jerry Brouillette, Ruby Eveland, Harold Freeman, Bea Rusche, H. R. Slinkard, George LaVigne, Joseph Reed, Charles Crayne, O. M. Eisenmann, Earl Atenburger, Robert Taylor, Harvey Miller, Deebie & Chapman, Sam Boyce, Lloyd Barnes, Gleni Crabtree and Lou Franklin.

It added that all home builders as well as the national organization have always agreed that housing was secondary to the fulfillment of military requirements.

The report further stated that construction of 1,000,000 new homes next year would use only 7 per cent of the total production of copper and 1.5 per cent of aluminum.

Rigid government conservation measures over steel, copper and aluminum, as related to housing, would conserve relatively little material for defense purposes, according to the report.

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

Sturtevant, a long-time builder of quality homes utilized various techniques of mass building in the construction of this relatively small group of University Manor homes. By combining these methods with practices used in custom construction, he has not only saved as much as 25 per cent per unit on the homes, price-wise, but also is able to give buyers a much better home for the money than if they were to have similar models constructed on their own lots.

Bernie Specht recently returned from three months' duty in Korea with the Air Force. He will be associated with Les Vaughn at 2236 E. Broadway.

Where there are worthy causes, one will usually find Realtors! Lakewood Realtors are now helping out the Lions Club Blood Bank by registering blood donors.

Mr. and Mrs. Joe F. Furr and their two daughters spent three days at Bishop taking in the big rodeo, then on to June Lake and the Mammoth Lakes country. They went over the Sonora Pass, did some fishing, then through the San Joaquin Valley, stopping to visit relatives at Oakdale. At Caliente they had an enjoyable visit with Mrs. Furr's 82-year-old great-uncle, James Ross, who came to California in 1893 as a prospector. Mr. Ross is now in charge of one of the mines on the William Randolph Hearst estate. Furr is back on the job managing Los Altos Realty Co., Associates, at 1798 Bellflower Blvd.

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

At present, Sturtevant is rushing to complete 21 homes for recent buyers. However,

State Legion Questions Public Housing, Codes

PROPOSALS to set up local committees of American Legionnaires to investigate the effect of public housing on veterans' interests and to continue efforts to eliminate unnecessarily costly building requirements from local, state and federal codes have been approved by the Legion's Department of California.

"Insufficient study has been given to the effect of such public housing (urged as a solution to veterans' housing problems) upon veterans' rights and interests in affected areas," the Legion declared in its public housing resolution.

The document was adopted following acrimonious debate on the convention floor between Rollins MacFadyen, 17th District housing chairman and department housing technical advisor on housing, and Al Wein-

berg, an official of the Los Angeles Housing Authority.

MacFadyen emphasized that socialized housing gave preference for occupancy only to the small segment of veterans having low incomes. The majority of veterans, he continued, are taxed to subsidize public housing, regardless of occupancy. Weinberg reportedly was booed from the platform after resorting to personal attack on MacFadyen.

The second resolution, aimed at making lower rentals available through reduced costs, was based on Legion-sponsored experiments in constructing apartment houses acceptable to local building authorities but not eligible for FHA insurance.

Claiming that many of the FHA requirements were unnecessarily expensive, the California Legion obtained approval of the national organization for a country-wide study of the situation.

The San Diego resolution noted that "successful results (of the campaign) are increasingly apparent especially in the average cost rental field" and urged continuation of the effort as "in the best interests of the veterans."

The California Department will urge the national convention at Miami, Fla., to take similar action.

Fungus Guilty

"Wood rot" and "dry rot" are caused by a tiny fungus that feeds on the wood cells and fibers, eventually destroying the wood. Lumber pressure-treated with copper-arsenate salts protects against both fungus and termite attack.



Builder and developer of Park Estates, Lloyd S. Whaley (left) shows Mr. and Mrs. Robinson A. Reid, one of the first families to buy a lot in the third section, a floor plan of the Garden House. The Garden House, furnished by Aaron Schultz is focal point for the sale of Park Estates homesites. The subdivision is located on Pacific Coast Hwy. at Anaheim St.

Maple Furniture Marks Latest College Unit Model

MAPLE, one of the most popular of furniture types, has been used in the "Newport" furnished model home in the Walker & Lee, Inc.-Cunningham & Brittain College Unit development.

Furnished in this manner by Lloyds Maple Shop, the house has an early American charm that fits well with the archi-

tecture accented by builders Cunningham & Brittain in this particular model home, sales officials said.

Located three blocks east of Bellflower Blvd. on Spring St., the homes are attracting crowds every day, it was announced.

Coupled with this model is the colorful, modern "Southlander," furnished by Frank Bros., which has attracted more than 10,000 visitors during recent weeks.

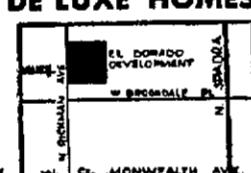
The homes also serve as headquarters for the sale of College Unit houses, many of which are open now for inspection by potential buyers. Both veteran and non-veteran terms are available, according to the sales agents, who point out that such terms at present make the homes particularly attractive to both classification of buyers.

Sales have increased almost tenfold during the past two weeks, due to new down payments of only \$250 for veterans. DeWitt Lee, vice president of the Lakewood sales firm, stated.

College Unit homes have fenced yards, double garages, pullman baths, tile showers, and tile sinks in the kitchens, unusually large cabinet space, garbage disposal units, thermostatic controlled heating, fireplaces, and lawns with shrubs already planted in the front yards. Thirty-seven exterior stylings are available.

The builders continue to feature "Patio Dream Homes," along with the double garages and fenced yards as a part of their standard operating procedure. Proof of the fact that this is a winning pattern, they point to the fact that month in and month out their sales continue to either

LIVE IN BEAUTIFUL RANCHO EL DORADO DE LUXE HOMES



Don't Miss Seeing Our

FURNISHED MODEL

AT DEL MONTE AND EL DORADO DRIVE—
FULLERTON

Furnished in
American Drexel Pine by
Knutzel Bros. Furniture Co.

OPEN DAILY AND EVES.
TILL 9 P.M.

Many Models Being
Completed Rapidly

FHA APPROVED—REG. X
FEATURES GALORE!

• ALL UTILITIES
Sewer, Gas, Water, Sidewalks,
Curbs, Gutters

• LARGE DOUBLE KITCHEN
SINKS WITH GARBAGE
DISPOSAL

Dishmaster Optional

• LARGE FIREPLACES

• FORCED AIR HEAT

(with summer switch)

• TOUCHPLATE ELECTRIC

(with 12-button master panel)

• RED CEDAR SHINGLES OR
SHAKES

• NO. 1 CLEAR OAK or 15/16
PARQUET FLOORS

• ALL SCHLAGE HARDWARE

• ALL CHROME RECESSED
ACCESSORIES

• 1 1/2-1 3/4 BATHS, 1 and 2
TILE SHOWERS

• ALL INTERIOR DECORATED

• LARGE PLASTERED PATIO
PORCHES

• LANDSCAPING—CONCRETE
DRIVES

• ARMSTRONG COVE
LINOLEUM KITCHENS
and BATHS

• LARGE 2-CAR GARAGES

(attached or detached)

• KITCHEN and BATH
CEILING FANS (clipper)

NO FOG!! NO SMOG!!
YOU MUST SEE THESE!

Convenient to Schools,
Shopping, Recreation, Transportation
Real Town and Country Living!

EL DORADO

DEVELOPMENT CO.

801 EL DORADO DR.

PH. 2-3405

the "NEWPORT"
5834 ADDERLY DR.
on Spring, East of Bellflower

OPEN EVERY
EVENING
'TIL 9 P.M.
AND ALL DAY
SUNDAY

This is the perfect answer to
maple decorating and furnishing
—displaying in all its tradition the
warmth of maple.

LLOYD'S MAPLE SHOPPE
5895 ATLANTIC PH. 2-3405

Open Mon. and Fri. Eve. 'Till 9

11



Star-tling NEW TERMS FOR VETERANS & NON VETERANS IN THE LAKEWOOD UNIVERSITY DISTRICT PRICED AS LOW AS

\$10,100

Location: On Spring Street, 3 Blocks East of Bellflower Boulevard

2 FURNISHED MODEL HOMES

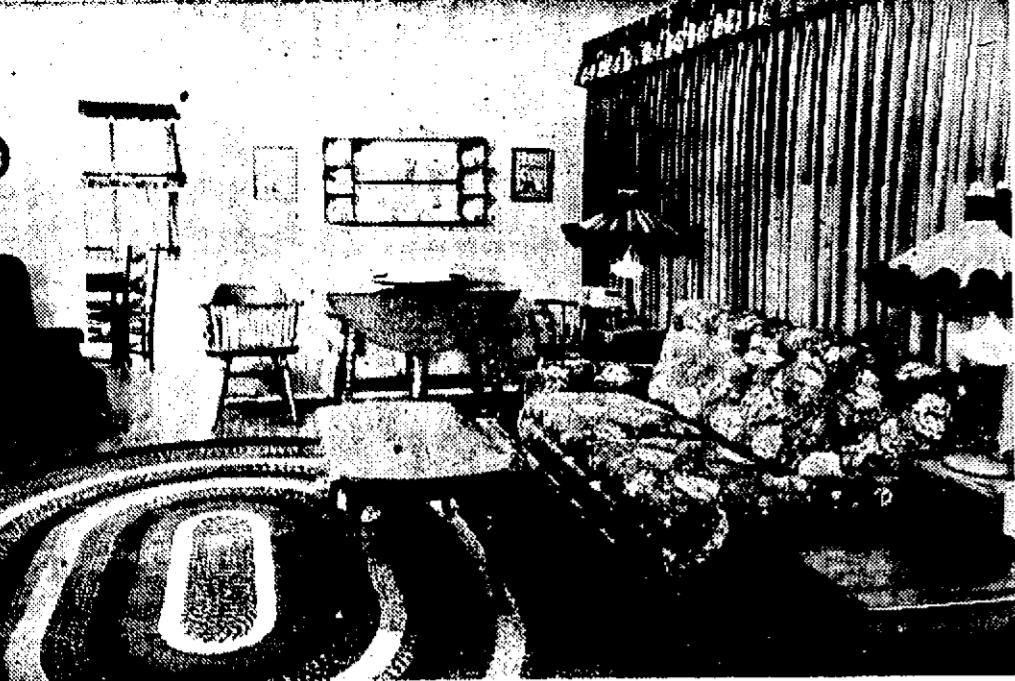
The "Southlander" by Frank Bros.

The "Newport" by Lloyd's Maple Shop

COME OUT AFTER DINNER

Walker & Lee, Inc.
Realtors

Phone:
5-8912



Pictured above is the living room of the "Newport" model home furnished by Lloyd's Maple Shop, in the Walker & Lee, Inc.-Cunningham & Brittain College Unit development. This and other model residences are located three blocks east of Bellflower Blvd. on Spring St.

Five Models Open Sale in Downey

FORMAL opening of Downey Estate Homes is being held today in the new \$400,000 community of three-bedroom and two-bedroom-with-den residences on Lesterford Ave., just south of Florence Ave. and one mile east of Lakewood Blvd.

Built by the E. J. Neville Co., Inc., and the Girdner Bros. Co., the new community will feature five unfurnished models, open every day from 10 a.m. to 8 p.m.

Downey Estate Homes place emphasis on spacious proportions, offering sites of nearly one-half acre and 1600 sq. ft. or more of living area. Priced from \$19,500 to \$19,950, all of the homes are of contemporary modern design.

Each of the dwellings has two baths, extensively tiled, in addition to automatic garbage disposal, circular driveways, hardwood floors, unit heat, tile kitchen with vent fan, modern fireplace, lots of closet space, colored stone roof and other features of note.

The builders continue to feature "Patio Dream Homes," along with the double garages and fenced yards as a part of their standard operating procedure. Proof of the fact that this is a winning pattern, they point to the fact that month in and month out their sales continue to either

Kloyd's MAPLE SHOPPE INVITES YOU

be SURE and visit our
MAPLE MODEL HOME

the "NEWPORT"
5834 ADDERLY DR.
on Spring, East of Bellflower

OPEN EVERY
EVENING
'TIL 9 P.M.
AND ALL DAY
SUNDAY

This is the perfect answer to
maple decorating and furnishing
—displaying in all its tradition the
warmth of maple.

LLOYD'S MAPLE SHOPPE
5895 ATLANTIC PH. 2-3405

Open Mon. and Fri. Eve. 'Till 9

11

OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30

SEARS
Long Beach

SPECIALS and Outstanding Values for Smart Homes!



Sale!

Mattresses and Springs

180-Coil Mattress, 72-Coil Box Spring

59.95 Value

49⁶⁵
Only 10%
Down on Sears
Easy Terms

Innerspring mattress is cushioned with heavy sisal padding and layers of first-cut felted cotton intertiers. Firm roll edge, button tufts. Sold separately. 24.95 each.

856-Coil Mattress, 90-Coil Box Spring

139.00 Value

99⁶⁵
Only 15%
Down on Sears
Easy Terms

Every coil individually muslin pocketed. Both units are covered in matching latex impregnated damask. A luxury combination in twin or full size.

Priced Separately, 69.95 each

210-Coil Mattress, 80-Coil Box Spring

89.95 Value

74⁶⁵
Only 15%
Down on Sears
Easy Terms

Specially constructed innerspring assures comfortable sleep. Heavy woven cotton ticking covers, plastic handles. In full or twin size. Priced separately at 44.95 each.

Latex Foam Rubber Matt., Box Spring

139.95 Value

\$119
Only 15%
Down on Sears
Easy Terms

Famous make mattress of all natural pure white foam Latex rubber, formed in one piece, 4½ inches high, with millions of pure Latex air cells. 220-coil box spring.

Twin Size 99.50

Sears Smashes Furniture Prices With Big Savings!

Modern Bedroom Group

41.95 Bed, full-twin 34.65

44.50 Hollywood Headboard 39.65

49.95 4-drawer Chest \$39.65

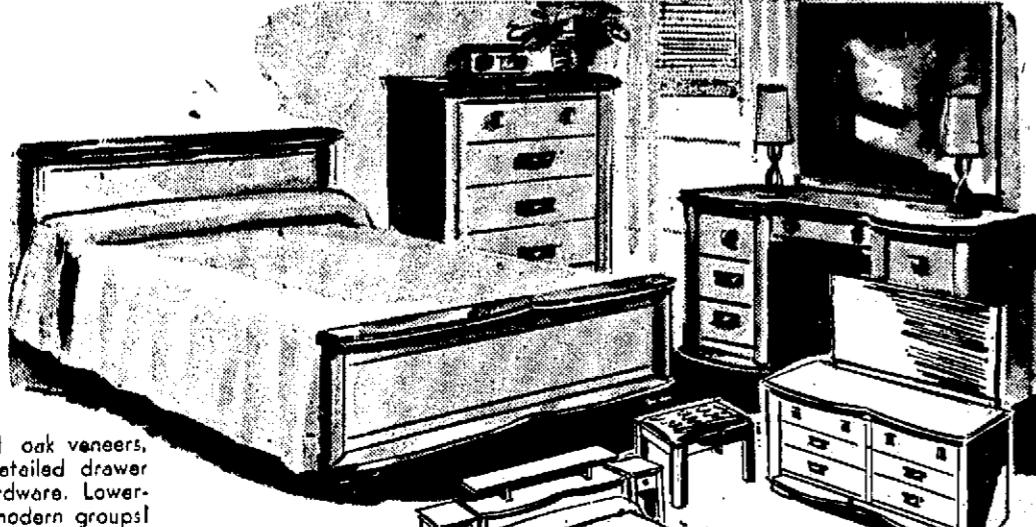
100.95 Double Dresser with Mirror 89.65

63.95 Vanity with Mirror 54.65

10.95 Vanity Bench 8.65

16.95 Nite Stand 14.65

22.50 Commode 19.65



Plank tops with V-matched oak veneers, center drawer guides, dovetailed drawer fronts, satin gold color hardware. Lower-than-ever prices on these modern groups!

Large 20-inch Table Model SILVERTONE TELEVISION

249⁹⁵

15% Down, Up to 18 Months to Pay

Excise Tax Included. Sears Terms

Think of it . . . a 'Silvertone' table model with 'big-as-life' 20-inch rectangular screen . . . at this amazing low price! The two-dial tuning gives you picture and sound perfectly synchronized in a jiffy, automatic frequency control assures top performance on all channels. Built-in antenna, and other 'console' features in this compact table model! Attractive waterfall designed cabinet with beautiful mahogany finish. Stop in today and ask to see the many spectacular features on 'Silvertone' television.

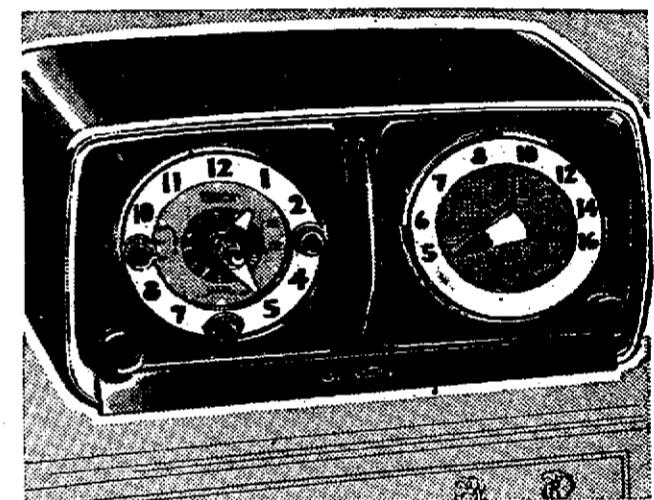


All Speeds Phonograph

4x6-in. Oval Speaker

34.50

Enjoy your favorite records from years past with this smart looking vinyl coated player! Plays all speeds! True, rich tone! Compact 13½x12x7½-in. size . . . all-around versatility! Stop in at Sears today and see this Terrific Value!

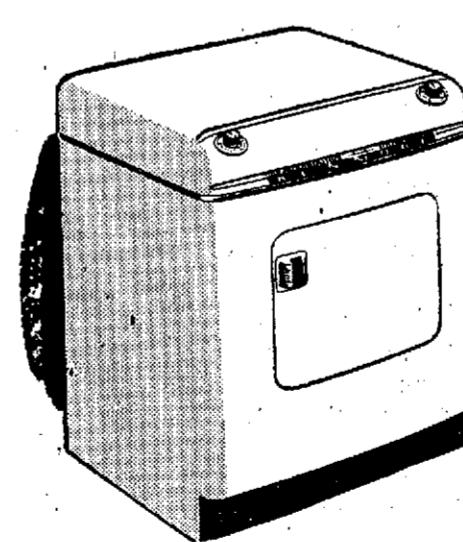


Reg. 27.95 Clock-Radios

With "Lullalarm"

\$26

Here's living! Soft music to lull you asleep or wake you gently! Buzzer reawakens sleepyheads after 10 minutes. Back outlet controls, time appliances. AM radio is rich-voiced. Brown plastic cabinet. Regular 29.95 ivory model, now 27.50.



Clothes Dryer

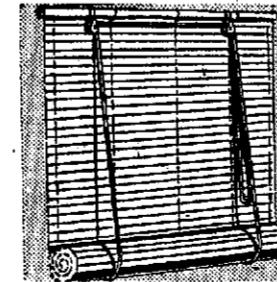
239²⁵
Sears Terms

KENMORE gas clothes dryer. Abolish the most disagreeable work of washday . . . hanging wet clothes on the line. Save \$10 by clipping coupon below.

THIS COUPON WORTH

One coupon only applies on your purchase of a new KENMORE Gas Clothes Dryer. Good only until October 1, 1951. Coupons not for down payment.

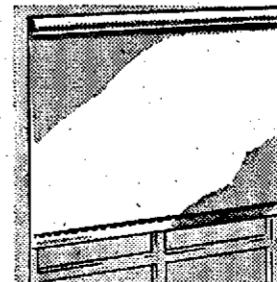
\$10



Bamboo Roll Shades

1.39

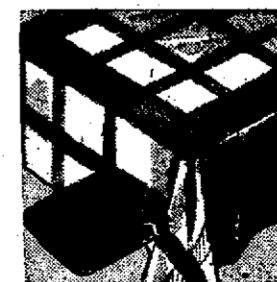
An excellent porch shade for ventilation and shade, plus protection from sun and rain. ½-inch. Size 3x6 feet.



Window Shades

1.49

Long-wearing vinyl plastic shades stand repeated washings! Sun, stain resistant. Many colors. 37½-in by 6-ft.



Simtex Lunch Cloths

52x52 1.98

Hand-printed, mercerized fabric. Red or green tartan plaid. Fast colors. Size 52x68 for..... 2.98



9-Pc. Table Set

12.95

Beautiful, lustrous rayon and cotton. Reversible marguerite pattern sets a rich table. 66x84 with 8 napkins. Ivory.

Open Monday and Friday 12:30 to 9:15; Other Days, 9:30 to 5:30

Satisfaction guaranteed or your money back SEARS

American at Fifth

PHONE 6-9721
FREE PARKING

Press-Telegram Southland Magazine